Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY BHMCT- SEMESTER- V • EXAMINATION – SUMMER 2015

Subject Code: 153305		Date:15/05/2015	
Subject Name: Marketing Management Time:02.30pm-05.00pm Instructions: 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks.			Total Marks: 70
Q.1	(a) (b)	What are various characteristics of service marketing? Discuss various components of macro environment.	0′
Q.2	(a) (b)	Define segmentation, targeting & positioning of service. What is the relation between service marketing mix & marketing OR	og mix. 0'
	(b)	State the difference between product & service marketing.	0'
Q.3	(a) (b)	Develop a price strategy for a newly established hotel. Discuss factors affecting selection of marketing channel system OR	0' n. 0'
Q.3	(a) (b)	What are various factors considered in pricing strategy? Discuss various components of Micro Environment.	0'
Q.4	(a) (b)	What are different factors influencing branding strategy? Define – PLC along with its stages. OR	0′
Q.4	(a) (b)	What is a role of communication in service marketing? What is the process followed in internal communication?	0'
Q.5	(a) (b)	What is the process of operation & delivery of service? What are the factors for promoting the attractiveness of direct r OR	marketing? 0'
Q.5	(a) (b)	What is the contribution of hotel industry in Indian economy? Discuss E-Marketing.	0′
