

**GUJARAT TECHNOLOGICAL UNIVERSITY**

**BHMCT - SEMESTER-V EXAMINATION – WINTER 2025**

**Subject Code:153305**

**Date:21-11-2025**

**Subject Name: Marketing Management**

**Time:10:30 AM to 01:00 PM**

**Total Marks:70**

**Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Simple and non-programmable scientific calculators are allowed.

- Q.1** (a) Explain Marketing Management and its importance in the Hotel Industry. **03**  
(b) State the characteristics of services with an example of hotel services. **04**  
(c) State and Explain the importance of service marketing. **07**
- Q.2** (a) Explain Promotion mix. **03**  
(b) Describe the benefits of International service marketing. **04**  
(c) Write a note on service marketing mix. **07**
- OR**
- (c) What are components of physical distribution? Explain. **07**
- Q.3** (a) Explain sales promotion. **03**  
(b) Describe the components of service delivers. **04**  
(c) Explain the concept of product life cycle with a prominent restaurant brand. **07**
- OR**
- Q.3** (a) Explain MIS **03**  
(b) Explain any 2 methods of demand forecasting. **04**  
(c) Explain marketing communication process. **07**
- Q.4** (a) What is market segmentation? **03**  
(b) Explain medium of advertising. **04**  
(c) Explain E – Marketing techniques in detail. **07**
- OR**
- Q.4** (a) What is Branding? **03**  
(b) Explain the concept of Direct Marketing. **04**  
(c) What are the benefits of competitive analysis? **07**
- Q.5** (a) Write a note on Packaging. **03**  
(b) Describe components of MIS. **04**  
(c) Explain Growth share matrix. **07**
- OR**
- Q.5** (a) Differentiate product & service Marketing. **03**  
(b) Explain SWOT Analysis. **04**  
(c) Explain the strategies for global service marketing. **07**

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