



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (April 2019)

School: School of Hotel Management

Program: BHM

Course: Service Marketing

Course Code: MGT313

Semester: VI

Max Marks: 50

Duration (mins): 120 Min

Note: 1. Figures to the right indicates full marks.

Q 1 Answer the Following (Any 2) (10 Marks)

1. Difference between Goods and Services
2. Explain Planning for Service Marketing
3. Enlist and Explain **in one line 8 P's of Marketing**.

Q 2 Answer the Following (Any 2) (10 Marks)

1. Draw and Explain Service Marketing Triangle
2. Why Consumer Satisfaction is important
3. Explain Service quality- Five Gap Model

Q 3 Answer the Following (Any 2) (10 Marks)

1. Explain Product life cycle?
2. Explain types of pricing?
3. Explain consumer decision making process

Q.4 Explain in brief Market survey done by you on Following Factors (10 Marks)

- Product
- Price
- Place
- Promotion
- And your results.

Q.5 Answer the Following Term (Any 5) (10 Marks)

1. Hotel Product
2. Promotion
3. Price
4. Service
5. Marketing
6. Customer Satisfaction