



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examination (December 2019)

School: School of Hotel Management

Program: BSc H&HA

Course: Service Marketing

Course Code: MGT313

Semester: III

Max Marks: 50

Duration (mins): 120min

Note: 1. Figures to the right indicates full marks

Q 1 Explain the following term (Any 5) (10 Marks)

1. Marketing
2. Advertising
3. Personal Selling
4. Branding
5. Hotel Product
6. Service

Q 2 Answer the Following (Any 3) (15 Marks)

- Q.2.A Difference between Goods and Services
- Q.2.B Explain Service Quality- Five Gap Model
- Q.2.C Enlist and Explain in one line 8 P's of Marketing.
- Q.2.D Explain price as an important tool in marketing of service.

Q 3 Answer the Following (Any 3) (15 Marks)

- Q.3.A Draw and Explain Service Marketing Triangle
- Q.3.B Explain Consumer Purchase behavior is important in Product life cycle.
- Q.3.C Explain Product Life cycle.
- Q.3.D Explain why physical evidence plays important role in Service Marketing

Q.4 Answer the following (10 Marks)

1. Explain in brief Market survey done by you on Following Factors

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