

Roll No.....

Total No. of Questions : 13]

[Total No. of Pages : 02

J-3204[S-1060]

[2037]

PGDATHM (Semester - 1st)

MARKETING, SALES AND PR (PGDATHM-106)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section-A

Q1)

[15 × 2 = 30]

- a) Define marketing and outline the concept of need, want and demand.
- b) Write a note on Green marketing.
- c) Describe the 4P's of marketing mix.
- d) Why are marketing intermediaries required?
- e) Differentiate between selling and marketing.
- f) What do you understand by the term internal marketing?
- g) Perish ability and heterogeneity characterizes a service product. Comment.
- h) Differentiate between Production and Product concepts of marketing.
- i) Define :
 - (i) Satisfaction.
 - (ii) Value proposition.
- j) What is relationship marketing?
- k) What do you understand by the term supply chain in tourism marketing?
- l) Outline the meaning and importance of marketing strategy.
- m) Define simple marketing system.
- n) What do you understand by the term positioning?
- o) Write a short note on tourism marketing?

P.T.O.

Section-B

[9 × 5 = 45]

- Q2)** Is there any difference between marketing and selling? If so, how do these two functions differ from each other in scope and activities?
- Q3)** What do you understand by marketing environment? Discuss the importance and characteristics of the marketing environment.
- Q4)** Define the following with example:
- (a) Behavioral segmentation
 - (b) Psychographic segmentation
- Q5)** Evaluate the product life cycle (PLC) theory.
- Q6)** Define distribution channel and discuss their functions and roles.
- Q7)** Describe the steps of market segmentation and targeting.
- Q8)** Write a note on marketing mix of a service product.
- Q9)** What are the main aspects of service marketing?
- Q10)** Write a note on marketing channels.
- Q11)** What are the main duties of a marketing manager in star category hotel?
- Q12)** Write the importance of societal marketing in case of tourism industry?
- Q13)** Discuss various types of marketing strategies.

