

School of Hospitality

Tourism
ETE - Jun 2023

Time : 3 Hours

Marks : 100

Sem II - I1UA201T - Essentials Of Marketing

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Describe the demographic and economic environment of the business. K1 CO1 (5)
2. Explain the concept of value expectation by customers. K1 CO1 (5)
3. Explain the bases for segmenting the consumer market. K2 CO2 (5)
4. Define a product and discuss various stages in new product development. K4 CO4 (10)

OR

- Describe the characteristics & importance of the macro-marketing environment. K4 CO4 (10)
- 5) Describe the term micro-marketing environment. Discuss its key characteristics & importance. K3 CO3 (10)
 - 6) Define with suitable examples any two of the following:
(a)Product Width (b)Product Length (c) Product Depth (d) Product Consistency K2 CO2 (10)
 7. Describe briefly the different marketing concepts in detail. K3 CO3 (10)
 - 8) Differentiate in detail with suitable examples between relationship marketing and Transactional marketing. K5 CO5 (15)
 - 9) What are the approaches for pricing a new product? Discuss their merits and limitations. K6 CO5 (15)

OR

- Discuss various sales promotion tools adopted by marketers. K6 CO5 (15)
- 10) What do you understand by selective and intensive distribution? How do channels of distribution add value to consumer goods? K4 CO4 (15)