

Roll No.

94092

**BTTM 5th Semester
Examination – November, 2017
MARKETING FOR HOSPITALITY & TOURISM**

Paper : 15 BTTM 504

Time : Three Hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Attempt any six questions. Q. No. 1 is compulsory.

1. Short answer type questions : (Compulsory)

2 × 10 = 20

- (a) Wants
- (b) Product
- (c) Demand
- (d) Societal Marketing Concept
- (e) Intangibility

- (f) Personal Selling
- (g) Product Life Cycle
- (h) Direct Marketing
- (i) Price
- (j) Service Marketing

2. Discuss the service characteristics of Hospitality and Tourism Business. 12
3. What is Marketing Environment ? Discuss the various micro-environmental factors affecting marketing decisions of tourism firms. 12
4. What is Tourist Behaviour ? Explain with the help of an example the tourist decision process. 12
5. Discuss the impact of personal factors on tourist buying behaviour. 12
6. What is Product ? Discuss with the help of relevant examples different stages of PLC. 12

7. What is pricing ? Explain the approaches to hospitality

service pricing.

12

8. Explain :

12

(a) Advertising

(b) Sales Promotion

(c) Personal Selling