

No. of Printed Pages : 03

Roll No.

E-175

B.H.M. EXAMINATION, Dec. 2018

(Fifth Semester)

(Main & Re-appear)

(BHM)

BHM309

MARKETING FOR HOSPITALITY AND
TOURISM

Time : 3 Hours]

[Maximum Marks : 70

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

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

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P.T.O.

Unit I

1. What is Marketing ? Explain its various concepts. **14**
2. Differentiate between products and services. **14**

Unit II

3. Elaborate various factors affecting consumer behaviour. **14**
4. Describe the individual Product Decision, in detail. **14**

Unit III

5. Name and elaborate various marketing intermediaries used by hospitality and tourism industry. **14**
6. Discuss different approaches used for pricing hospitality products. **14**

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Unit IV

7. Discuss the relevance of “Socially Responsible Marketing” in 21st century. **14**
8. Elaborate the following : **7×2=14**
 - (a) Advertising
 - (b) Personal Selling.

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