

No. of Printed Pages : 03

Roll No.

E-175

B.H.M. EXAMINATION, May 2018

(Fifth Semester)

(Re-appear Only)

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. Q. No. **1** is compulsory. All questions carry equal marks.

(2-02/13) M-E-175

P.T.O.

1. Explain any *seven* in brief : **2×7=14**

- (a) Micro-marketing Environment
- (b) 4'Cs
- (c) Advertising
- (d) Shopping Products
- (e) Non-Durable Products
- (f) Macro-Environment
- (g) Market-Segmentation
- (h) Branding
- (i) Selling Concept
- (j) Direct Marketing.

Unit I

2. What is meant by Marketing ? Discuss the nature and scope of marketing. **14**

3. Explain the importance of marketing with special reference to tourism industry. **14**

Unit II

4. Why should we study the buyer behaviour ?
Explain any *two* theories of buyer behaviour. **14**

5. Explain consumer market and also discuss different types of consumers. **14**

Unit III

6. Define Products, its characteristics and the importance of products. **14**

7. What do you understand by product life-cycle ? What are the stages in PIC of a product ? **14**

Unit IV

8. Write a detailed note on personal selling process. **14**

9. What sales promotion and what are the different methods used for the same ? **14**