

**Roll No.**

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**Total No. of Pages : 02**

**Total No. of Questions : 09**

**MTTM (Sem.-3)**  
**TOURISM AND HOSPITALITY MARKETING**

**Subject Code : MTTM303-18**

**M.Code : 76862**

**Date of Examination : 16-12-22**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

## SECTION-A

**1. Write briefly :**

- a) Define Marketing.
- b) What is meant by personal selling?
- c) What is meant by joint marketing ventures?
- d) What is Promotion mix?
- e) What is competitive strategy?
- f) What is service marketing?
- g) What is MIS?
- h) What are Public Relations?
- i) What is marketing environment?
- j) What is Marketing Mix?

### **SECTION-B**

2. Discuss, how public relation is used as promotional tool?
3. Pen down the characteristics of service marketing.
4. Pen down the various factors influencing the consumer buying behavior.
5. Discuss the various communication strategies using in an advertising agency.
6. What is Marketing Information system? Pen down its components.

### **SECTION-C**

7. Discuss the nature and types of Marketing Channels. Also pen down the channel management decisions.
8. Discuss the relationship between customer value, satisfaction and quality.
9. Discuss the tourism and hospitality marketing mix with suitable examples.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**