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Total No. of Pages : 02

Total No. of Questions : 18

MTTM (2018Batch) (Sem.-3)
TOURISM AND HOSPITALITY MARKETING
Subject Code : MTTM303-18
M.Code : 76862

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

Write briefly :

1. Who is a consumer?
2. What do you mean by tourist motivation and consumer behaviour?
3. What are marketing management philosophies?
4. Define the word consumer satisfaction.
5. What are the characteristics of hospitality and tourism industry?
6. Explain tourism product.
7. Explain the concept of competitive strategy in Tourism and Hospitality marketing.
8. What is joint marketing ventures tourism marketing?
9. What do you mean by designing and delivering service quality?
10. Explain marketing tourist destination.

SECTION-B

11. Define tourism and hospitality as service marketing?
12. Explain public relations as promotional tool and effective sales promotion.
13. Explain about tourism and hospitality products and delivering service quality.
14. What are the communication strategies of the advertising agencies?
15. How can we promote tourism explain about the promotional tools in tourism?

SECTION-C

16. Explain the relationship between services phenomenon along with characteristics of services and what do you mean by customer value?
17. Explain about tourism and hospitality products and delivering service quality in order to allure tourists.
18. What do you mean by competitive strategy and consumer behaviour? Explain in details.

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.