

Roll No.

HM–303

Introduction to Marketing

Master of Hotel Management (MHM–17)

Third Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Learners are required to attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section ‘A’ contains four (04) long answer type questions of nine and half ($9\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. Explain the term Marketing. Discuss the nature and scope of marketing in terms of hospitality industry.
2. Apply the concept of PLC on a destination of your choice and critically analyze its marketing strategies.
3. Explain the key characteristics of Services Marketing.
4. Discuss the 7P’s and 7 C’s in marketing.

(B-86) P. T. O.

Section-B**(Short Answer Type Questions)**

Note : Section 'B' contains eight (08) short answer type questions of four (04) marks each. Learners are required to answer *four* (04) questions only.

1. *Five* Marketing Core Concepts.
2. Maslow's Hierarchy of Needs.
3. Differentiate Marketing and Selling.
4. Societal Marketing Concepts.
5. Psychographic segmentation.
6. ROI.
7. Physical Evidence
8. MIS

Section-C**(Objective Type Questions)**

Note : Section 'C' contains ten (10) objective type questions of half ($\frac{1}{2}$) mark each. All the questions of this Section are compulsory.

State True *or* False :

1. Wants are culturally conditioned by the society in which an individual lives.
2. Customer satisfaction does not depend on a product's perceived performance in delivering value relative to a buyer's expectations.
3. Product Positioning : The way the product is defined by consumers 'on important attributes—the place the product occupies in consumers' minds relative to competing products.

4. Target marketing can be the key to a small business' success.
5. In the Delphi technique, an attempt is made to develop forecasts through "group consensus."
6. Survivors are the consumers having the highest incomes.
7. Strategic Control is checking the strategies set by the company against the opportunities available.
8. Re-positioning involves changing the identity of a product or a service, relative to the identity of competing products or services, in the collective minds of the target market.
9. Idea screening is the dropping of as many bad ideas. As a result we get the good ones only.
10. Tourism area life cycle is a graphical tool, representing a succession of phases in a normally long period of time, can be a very relevant tool for monitoring several areas of knowledge.