

BHMCT 4th Semester (4 Year) 2020-21

Examination, May-2025

MARKETING FOR HOSPITALITY & TOURISM

Paper-20BHMCT405

Time allowed : 3 hours]

[Maximum marks : 80

Note : Question No.1 is Compulsory and carries ten short answer type questions of total twenty marks. Thereafter, a candidate shall be required to attempt four questions from each unit.

1. (i) What is importance of Marketing ?
- (ii) Give definition of personal selling.
- (iii) What is meant by advertising ?
- (iv) Explain communication.
- (v) Explain selling concept?
- (vi) Explain the need of good communication.
- (vii) What are marketing mix strategies ?
- (viii) What are features of personal selling ?
- (ix) Product life cycle
- (x) Hospitality service pricing

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Unit-I

2. What do you understand by marketing ? Also discuss the advantages and limitations of marketing.
3. Discuss the following briefly:
 - (a) Product Concept
 - (b) Societal marketing concept

Unit-II

4. Discuss the following briefly:
 - (a) Factor affecting consumer behavior
 - (b) Types of buying decision behavior
5. What is Micro and Macro environment ? Illustrate each through suitable examples.

Unit-III

6. What do you mean by Product life cycle ? Discuss stages of product life cycle.
7. Discuss the following briefly:
 - (a) Individual product decision
 - (b) Hospitality service pricing

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Unit-IV

8. Write short notes on the following:

(a) The public relation process

b) Sales Promotion

9. Discuss the following briefly:

(a) IMC

(b) Marketing Communication Mix