Roll No. ....

Total Pages : 2

MBA/M-16

11554

HOTEL/TOURISM MARKETING
Paper : MBA(HM)-103

Time : Three Hours]

[Maximum Marks : 80

Note : Attempt *five* questions in all, selecting at least *one* question from each unit. Question No. 1 is compulsory. All questions carry equal marks.

Compulsory Question

1. (a) What is modern marketing concept?

   (b) What is survey method of demand forecasting?

   (c) What is demographic segmentation?

   (d) What are the components of Tourism Marketing Mix?

   (e) What are special discounts?

   (f) What is promotion mix? List its components.

   (g) What is lead generation in selling process?

   (h) What is commission system of remuneration of salesmen?

UNIT–I

2. Define marketing and the different approaches to the study of marketing.

3. Write a note upon Marketing Research process.

UNIT–II

4. What is market segmentation? Explain geographic and psychographic segmentation in tourism and hotel industry with suitable examples.

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5. What are services? What factors are responsible for the growth service markets at current times? Explain.

UNIT–III

6. What are Public Relations? Explain different Public Relations tools used in tourism.

7. Write a note upon Personal Selling as a promotional tool.

UNIT–IV

8. Explain Selling Process with the help of its different stages.

9. What are the methods used for evaluating Salesman performance ? Discuss.