

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT  
AND CATERING TECHNOLOGY, NOIDA  
**ACADEMIC YEAR 2015-2016**

COURSE : 3<sup>RD</sup> Semester of M.Sc. in HA  
SPECIALISATION : Sales & Marketing  
SUBJECT : Marketing Services & Consumer Behaviour  
TIME ALLOWED : 03 Hours MAX. MARKS: 100

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(Marks allotted to each question are given in brackets)

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- Q.1. Explain in detail about the basic issues of service marketing. (10)
- Q.2. Explain the role of Government of India in the marketing of tourism sector in India.  
**OR**  
Plan a tour itinerary for a group for three days to cover Delhi, Jaipur and Agra. (10)
- Q.3. Explain in detail about the marketing of educational sector. (10)
- Q.4. Why is research important for the marketing of service providers? (10)
- Q.5. Explain in detail about consumer behaviour and life style marketing. (10)
- Q.6. Explain in detail about family life cycles and buying roles.  
**OR**  
How does cultural and sub-cultural behaviour influence consumer behaviour? (10)
- Q.7. What are the factors that influence individuals in buying process? (10)
- Q.8. Explain in detail about the recent developments in modeling buying behaviour. (10)
- Q.9. Explain the role of marketing in service sector to attract customers. (10)
- Q.10. Write note on:  
(a) Information processing (b) Alternative evaluation (5+5=10)

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