NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2017-2018

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

(Marks allotted to each question are given in brackets)
_____

Q.1.   Discuss on the environment (factors) that have contributed to the growth of the Indian tourism industry.

(10)

Q.2.   What are the factors on which the customers evaluate the quality of services? Take the case of airline industry and explain steps you will take on factors influencing service quality.

(10)

Q.3.   Discuss the various characteristics of services in relation to marketing of tourism.

(10)

Q.4.   Explain the various stages of consumer buying decision making process.
OR
Explain the recent trend in consumer behaviour models.

(10)

Q.5.   Define the following terms:
(a)   Motivation   (b)   Physical evidence
(c)   Social group   (d)   Service triangle
(e)   Lifestyle

(5x2=10)

Q.6.   List the individual determinants and environmental influences that affect consumption behaviour.
OR
Discuss life style marketing. How would you initiate the strategy formulation and its implementation?

(10)

Q.7.   Explain how gap model can be used to create and deliver quality service. What are the implications of measuring and managing customer expectations for it?

OR

Describe nature of organisational buying.   Identify different variables or forces influencing the organisational buyer's behaviour.

(10)

Q.8.   Discuss the role of information technology in the growth of tourism industry.

OR

Explain the element of marketing mix for services.

(10)

Q.9.   Write notes on **any two** of the following:
   (a)   Factors involving market segmentation of tourism industry
   (b)   Search quality and experienced quality
   (c)   Impact of tourism on Indian economy

(2x5=10)

Q.10. (i)   Consumer Behaviour may be defined as:
          (a)   The interplay of forces that takes place during a consumption process, within a consumers' self and his environment.
          (b)   Related to the product distribution.
          (c)   Managing the organisational structure.
          (d)   None of the above.

      (ii)   Consumer behaviour focuses specifically on the:
          (a)   Initiator
          (b)   User
          (c)   Buyer
          (d)   Decider

      (iii) In terms of consumer behaviour; culture, social class and reference group influences have been related to purchase and_____.
          (a)   Economic situations
          (b)   Situational influences
          (c)   Consumption decisions
          (d)   Physiological influences

      (iv)   Which of the following are components of the physical environment?
          (a)   Colours, aromas, music and crowding
          (b)   Normal and expanded usage
          (c)   Utilitarian and hedonic product characteristics
          (d)   Moods and momentary conditions

(v)   _____ is/are transmitted through three basic organizations: the family, religious organisations & educational institutions; and in today's society, educational institutions are playing an increasingly greater role in this regard.
   (a)   Consumer feedback
   (b)   Marketing information systems
   (c)   Market share estimates
   (d)   Cultural values

(vi)   _____ is the characteristic of services.
   (a)   Homogenous
   (b)   Intangibility
   (c)   Consistency
   (d)   None of the above

(vii)   Which is not related to marketing mix
   (a)   Promotion
   (b)   Price
   (c)   Planning
   (d)   Place

(viii)   Which term is not applicable to consumer behaviour?
   (a)   Personality
   (b)   Learning
   (c)   Attitude
   (d)   Co-ordination

(ix)   Tax advice, counselling services are example of:
   (a)   Pure services
   (b)   Pure product
   (c)   Product with some services
   (d)   None of the above

(x)   The organisations systematic attempt to correct service failure and retain customer good will is:
   (a)   Service processes
   (b)   Service recovery
   (c)   Service encounter
   (d)   Service failure

(10x1=10)

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