

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2018-2019

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. What do you understand by the term 'service'? Mention **five** services provided in a hotel. Discuss the characteristics of these services. (10)
- Q.2. What do you understand by tourism product? What is Tourism market segmentation? (10)
- Q.3. What do you understand by service branding and positioning? Discuss with examples. (10)
- Q.4. Discuss the major promotion objectives that an education service provider may seek. Are these objectives in any way different from those sought by product marketers? Comment. (10)
- Q.5. Discuss consumer attitude. How does attitude impact consumer decision making in buying hotel services in India? (10)
- Q.6. Elaborate on professional support services. Explain the positioning for advertising agencies. (10)

OR

There is a 290 room 5-star hotel property of a leading international hotel chain in an Indian metro city. Develop a marketing strategy for this hotel. Also identify the possible sales promotion schemes. (10)

- Q.7. What do you mean by a Reference groups? What are the different types of reference groups? (10)

OR

What is the importance of tourism industry? Devise a tourism promotion strategy for any destination of your choice. Mention the media used, target audience and USPs. (10)

Q.8. What is lifestyle marketing? Discuss the characteristics of lifestyle.

OR

What is marketing of educational services? Develop a sales strategy for an University?
(10)

Q.9. Differentiate between the term household and family. What are family life cycle stages?
(10)

OR

Write short notes on **any two**:

- | | |
|---------------------|-----------------------------|
| (a) Cultural values | (b) Information processing |
| (c) Economic models | (d) Post purchase behaviour |

(2x5=10)

Q.10. Choose the correct option:

- (a) The service economy of the world was / were:
- (i) Countries which participated in World War-II
 - (ii) USA
 - (iii) USA and Japan
 - (iv) Russia, Japan and United States
- (b) The marketability solution to the problems posed by service characteristic "Intangibility" are all the following except:
- (i) Use of brand name
 - (ii) Increase the tangibility
 - (iii) Increase the production of service
 - (iv) Create "word of mouth"
- (c) The knowledge and courtesy of employees and their ability to convey trust describes which of the service quality dimensions?
- (i) Assurance
 - (ii) Empathy
 - (iii) Reliability
 - (iv) Responsiveness
- (d) AIO stands for:
- (i) Activities and interests
 - (ii) Activities, interests and opinions
 - (iii) Demographics
 - (iv) None of the above

- (e) VLSL system is:
- (i) Value system
 - (ii) Value and life line system
 - (iii) Value and life style
 - (iv) None of the above
- (f) Characteristics of services include:
- (i) Intangibility
 - (ii) Inseparability
 - (iii) Heterogeneity
 - (iv) All the above
- (g) Cattell had listed _____ personality traits:
- (i) Four
 - (ii) Sixteen
 - (iii) Nine
 - (iv) Twelve
- (h) ATO model consists of:
- (i) Life style
 - (ii) Attitude toward object
 - (iii) Attention
 - (iv) Desire
- (i) Full Nest 1 comprises of:
- (i) Older married with children
 - (ii) Solitary Survivor (Older, single, retired people)
 - (iii) Young married with child
 - (iv) Newly married couples (Young, no children)
- (j) The knowledge and courtesy of employees and their ability to convey trust describes which of the service quality dimensions?
- (i) Assurance
 - (ii) Empathy
 - (iii) Reliability
 - (v) Responsiveness

(10x1=10)
