NATIONAL COUNCIL FOR HOTEL MANAGEMENT AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2019-2020

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.   Explain the role of Government of India in the marketing of tourism sector in India.
OR
Explain in detail about consumer behaviour and life style marketing.

(10)

Q.2.   What are the factors that influence individual in buying process?
OR
Explain the role of marketing in service sector to attract customers.

(10)

Q.3.   How does cultural and sub-cultural behaviour influence consumer behaviour?
OR
What do you understand by family life cycles and buying roles? Explain in detail.

(10)

Q.4.   Discuss consumer attitude. How does attitude impact consumer decision making in buying hotel services in India?
OR
What do you understand by tourism product? What is tourism marketing segmentation?

(10)

Q.5.   Discuss the SERVQUAL model in detail.

(10)

Q.6.   List the individual determinants and environmental influences that affect consumption behaviour.

(10)

Q.7.   Discuss the role of information technology in the growth of 'Tourism Industry'.

(10)

Q.8.   What do you mean by reference group? What are the different types of reference group?

(10)

Q.9.   Explain the concept of Bull-Whip effect.

(10)

Q.10.   Write short notes on **any two** of the following:

(a)   Post and pre purchase behaviour
(b)   Zone of tolerance
(c)   Service marketing triangle
(d)   Marketing MIX.

(5x2=10)

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