

B.B.A. (Forest Management and Eco-Tourism) CBCS Pattern Semester-II
005 - Marketing Management for the Tourism Industry

P. Pages : 3

Time : Three Hours



GUG/S/25/14296

Max. Marks : 70

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1. a) Discuss the key characteristics of a service product. How do these characteristics impact the marketing strategies for services? 7

OR

- b) Differentiate between physical products and services with suitable examples. 7
- c) What are the key characteristics of services in the hospitality and tourism industry? How do these characteristics affect customer perception? 7

OR

- d) How does inseparability in services impact the role of employees in hospitality marketing? Provide examples. 7
- e) Discuss the concept of positioning in marketing. How can a hospitality business create a strong brand position in the market? 7

OR

- f) Define core products, facilitating products, and supporting products in the context of the hospitality industry. Provide examples. 7
- g) Compare different pricing strategies used in the hospitality and tourism sector. 7

OR

- h) How does dynamic pricing work in the hospitality industry? Provide examples. 7

2. a) Describe the importance of service quality in hospitality marketing. 3

OR

- b) Discuss the components of the Hospitality and Travel Marketing System. 3
- c) Discuss the role of branding in destination marketing. 3

OR

- d) What are some commonly used sales promotion techniques? 3
- e) Differentiate between mass marketing, niche marketing, and micro-marketing in the hospitality and tourism sector. 3

OR

- f) Describe the steps involved in developing an effective positioning strategy for a new hospitality brand 3
- g) Discuss the importance of pricing adjustments for existing hospitality products. 3

OR

- h) Discuss the impact of price perception on customer decision-making in hospitality. 3

3. Answer the question in one line.

- a) Define Hospitality and Travel Marketing. 1
- b) Define the Services Marketing Triangle. 1
- c) Define destination marketing. 1
- d) What is viral marketing? 1
- e) Define market segmentation. 1
- f) Define branding in the hospitality industry. 1
- g) What is distribution channel? 1
- h) Who are the marketing intermediaries in hospitality? 1

4. Fill in the blanks (**Any Six**)

- a) Services are ----- which cannot be physically held. 1
- b) Customer often participate in ----- delivery. 1
- c) SWOT analysis means ----- . 1
- d) Direct marketing involves communicating directly with ----- to promote services. 1
- e) The STP model is used in marketing to identify the right ----- and position a product effectively. 1
- f) USP means ----- 1
- g) Price should reflect -----, ----- competition and brand positioning. 1
- h) A ----- is how hospitality products reach customers. 1

5. Write short notes on (**Any Four**)

- a) Describe the role of 'People' in the Services Marketing Mix. 4

- b) Discuss the challenges faced in marketing service products as compared to physical products. 4
- c) Discuss the role of digital marketing and social media in promoting hospitality and tourism services. 4
- d) Describe the importance of service quality in hospitality marketing. 4
- e) What are the key characteristics of services in the hospitality and tourism industry? 4
- f) Explain the role of customer relationship management (CRM). 4
- g) How does dynamic pricing work in the hospitality industry? 4
- h) Discuss the impact of price perception on customer decision-making in hospitality. 4
