

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination (Online) – Dec, 2020

Program: BBA-THM
Subject/Course: Tourism & Hospitality Marketing
Course Code: MKTG2028

Semester : III
Max. Marks: 100
Duration : 3 Hours

Note : Attempt All Sections

Section-A		CO
	Each question carries 5 marks Instruction: Choose the correct answer/Complete the statement	
Q.1	Service providers must consider four special characteristics when designing marketing programs. Which is NOT one of these characteristics? a) Intangibility b) Inseparability c) Perishability d) Interactive marketing e) Variability	CO1
Q.2	Which of the following is NOT one of the links in the service-profit chain, linking service firm profits with employee and customer satisfaction? a) Internal service quality b) Evidence management c) Satisfied and productive service employees d) Satisfied and loyal customers e) Healthy service profits and growth	CO1
Q.3	In which stage of the PLC will promotional expenditures be especially high in an attempt to create consumer awareness? a) Growth b) Product development c) Maturity d) Introduction e) Adoption	CO1
Q.4	Which of the following is the process of dividing a market into distinct groups of buyers with different needs, characteristics, or behaviors? a) Market targeting b) Market segmentation c) Positioning d) Marketing strategy e) Differentiation	CO1

Q.5	A(n) _____ controls the flow of information to others in the buying center. a) User b) Influencer c) Buyer d) Gatekeeper e) Decider	CO1
Q6.	Because service quality depends on the quality of buyer-seller interaction during the service encounter, service marketers use _____ to train employees in the art of interacting with customers to satisfy their needs. a) Interactive marketing b) Service differentiation c) Service productivity d) Internal marketing e) External marketing	CO1
	Section-B Each question carries 10 marks Instruction: Write short/brief notes	
Q7.	Using examples from tourism sector explain the characteristics of services.	CO2
Q8.	Discuss the factors governing the choice of intermediaries in tourism industry.	CO3
Q9.	Taking examples from hospitality sector discuss the objectives of personal selling.	CO1
Q10.	Using examples explain the buying decisions	CO2
Q11.	You have to open a hotel, discuss your marketing plans.	CO3
	Section-C Attempt any one, question carries 20 marks Instruction: write long answer	
Q12.	Frame 20 questions you'll ask Consumer's to measure their perception on one night hotel stay. OR Discuss the basis for segmentation for the following products: (a) Digital Cameras (b) Scented Candles	CO4