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Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015**(HOTEL MANAGEMENT AND TOURISM)****(FIRST YEAR)****140: HOTEL AND TOURISM MARKETING**

Time: Three hours

Maximum: 75 marks

SECTION - A**Answer any FIVE questions****(5 × 3 = 15)**

1. Define "Tourism Marketing".
2. What are the functions of front office of multi cuisine hotel?
3. Write a note on PLC.
4. When a product is considered as a new product?
5. What is product mix in service industry?
6. What are the expectations of any traveler?
7. Define "Strategic planning".
8. Write the mission of any one star hotel of your choice.
9. Who are called 'star customers'?
10. What do you mean by marketing plan?

SECTION - B**Answer any THREE questions****(3 × 10 = 30)**

11. Explain the principles of effective Management.
12. What are the different pricing decisions followed while introducing a new product?
13. Explain the marketing and selling techniques adopted by tourism industry.
14. Discuss the various external and internal environmental factors influencing hotel businesses.
15. Explain the customer retention strategies followed in hotel and tourism.

SECTION - C**Answer any ONE question****(1 × 15 = 15)**

16. Develop a successful business plan, on your own, in hotel and tourism industry.
17. Discuss, in detail, the growth and development of Indian Hospitality industry.
18. Explain the strategic planning for hotel and tourism marketing.

**SECTION - D
COMPULSORY****(1 × 15 = 15)**

19. Make an environmental analysis for Indian Tourism Industry at present.

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