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School of Hospitality

Bachelor of Business Administration in Tourism and Travel
Semester End Examination - Jun 2024

Duration : 180 Minutes

Max Marks : 100

Sem II - I1UA201T - Essentials of Marketing

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Explain the concept of pricing strategies in tourism. K1 (2)
- 2) Explain the concept of marketing of services and discuss its unique characteristics. K2 (4)
- 3) Explain the core marketing concepts: needs, wants, demands, and offerings. K2 (6)
- 4) Discuss the challenges and opportunities of marketing in the age of social media. K3 (9)
- 5) Explain the concept of branding and its role in building customer loyalty and trust. K3 (9)
- 6) Discuss the concept of marketing analytics and its importance in data-driven decision-making. K5 (10)
- 7) Discuss the importance of channel management and coordination in the place mix. K4 (12)
- 8) Explain the importance of customer segmentation in CRM and provide examples of segmentation criteria. K5 (15)
- 9) Discuss the key components of Howard-Sheth model of consumer behavior and its application in marketing strategy. K5 (15)
- 10) Discuss the process of product planning and development in the hospitality industry, focusing on the integration of sustainability initiatives. K6 (18)