

School of Hospitality

**Bachelor of Business Administration in Tourism and Travel
Summer Term Examination – July - August 2024**

**Duration : 180 Minutes
Max Marks : 100**

Sem II - IUUA201T - 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

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| 1) | Define promotion mix and explain its components. | K1(2) |
| 2) | How does market segmentation apply to cargo transportation? | K2(4) |
| 3) | Discuss the marketing realities faced by businesses in today's competitive landscape. | K2(6) |
| 4) | Discuss the importance of integrated marketing communications (IMC) in promoting products or services. | K3(9) |
| 5) | Explain the concept of positioning and its importance in marketing strategy. | K3(9) |
| 6) | Explain the difference between high-involvement and low-involvement purchase decisions, providing examples of each. | K5(10) |
| 7) | Describe the stages of the consumer buyer decision process and their significance for marketers. | K4(12) |
| 8) | Examine the role of advertising in promoting cargo transportation services globally. | K5(15) |
| 9) | Discuss the role of CRM in B2B (business-to-business) relationships and strategies for managing key accounts. | K5(15) |
| 10) | Examine the impact of social media on CRM and strategies for leveraging social channels to engage customers. | K6(18) |