

Part B – Essay Questions

Answer only three (03) questions including question number one (01)

Total marks allocated for Part B: 70

1. Hospitality marketing is unique because it deals with the tangible product, but it also deals with the intangible aspects of the hospitality and tourism industry.

i. What is meant by Hospitality and Tourism Marketing?

(05 Marks)

ii. Critically discuss the above statement.

(10 Marks)

iii. Mention the factors influencing the growth of Service sector.

(05 Marks)

(Total Marks 20)

2. Marketing has a definite role to play in strategic planning and must maintain close and continuous ties with customers, their needs.

i. What is meant by 'Market - Oriented Strategic Planning'?

(07 Marks)

ii. Companies are advised to invest in question marks if the product has potential for growth, or to sell if it does not. Briefly explain the characteristics of Question marks in BCG Matrix.

(08 Marks)

iii. Discuss the unique challenges that hospitality and tourism industry is facing in strategic business planning.

(10 Marks)

(Total Marks 25)



3. In services business, effective interaction of the frontline service employee with the customers is important to create superior value during the service and it depends on the skills of frontline employees, the service production and support process backing these employees.

i. Do you agree with the above statement? Critically discuss your answer with suitable examples taken from hospitality industry.

(10 Marks)

ii. What is meant by 'Customer- Delivered Value'?

(07 Marks)

iii. Briefly explain the external factors need to consider when setting prices.

(08 Marks)

(Total Marks 25)

4. Marketing intermediaries help the company promote, sell, and distribute its goods to the final buyers.

i. Discuss the role of marketing intermediaries in tourism industry.

(10 Marks)

ii. Briefly explain the two types of channel conflicts in marketing intermediaries.

(07 Marks)

iii. Mention the advantages and disadvantages of franchising to the franchisee.

(08 Marks)

(Total Marks 25)

5. The usage of the internet in the travel and tourism industry for communication is increasing rapidly and provides more benefits to both company and the customer.

i. What are the main components of marketing communication mix?

(06 Marks)

ii. Mention the role of marketing communications.

(07 Marks)

iii. Discuss the importance of marketing through own website and online advertising in the tourism industry.

(12 Marks)

(Total Marks 25)