

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 13445

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Unique Paper Code : 6134400036 (NEP)

Name of the Paper : Service Marketing for Tourism
and Hospitality (G.E)

Name of the Course : **G.E. for the Courses of
Vocational Studies**

Semester : VII

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
 2. Part of the questions to be attempted together.
 3. Attempt any 5 questions.
 4. All questions carry equal marks.
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1. Discuss the role and significance of services in tourism and hospitality. How do services contribute to destination competitiveness?

P.T.O.

2. Discuss the importance of effective complaint management. What strategies can hotels and tourism organisations use to handle customer complaints?
3. Explain market segmentation, targeting, and positioning (STP) for service offerings with reference to tourism and hospitality.
4. Discuss the impact of online reviews on consumer decision-making and brand reputation in tourism.
5. Explain the Service Marketing Triangle. How is it applied in hospitality organizations to ensure consistent service delivery?
6. Examine the role of employee behaviour and frontline staff in shaping customer perceptions of service quality.
7. Explain product differentiation strategies in service marketing with examples from tourism operators.
8. Describe the role of web marketing and how it has revolutionized destination promotion.