Questions:

a. List out and discuss, the major strategies were taken by Reliance Jio to enter into telecom market in India? 7

b. What should be the course of action to continue its dominant market position and to tackle completion? 7

Or

6. a. 'Market segmentation is important for target markets and target markets are important for product positioning'- Elaborate with examples. 6

b. Write different bases of market segmentation? 8

7. What do you mean by marketing mix? Explain about 8 'P's of Tourism marketing mix? 4+10=14

Or

8. Define Tourism product? Briefly explain about various stages of product life cycle? 4+10=14

9. Explain the importance of Pricing in the marketing mix? Write in brief about various determinants in pricing a product? 6+8=14

Or

10. Elucidate about role of promotion in marketing? Explain various components of promotion mix? 6+8=14

★★★

PG Even Semester Exam, May 2025

Hospitality & Tourism Management

2nd Semester

COURSE NO. HTM-551

[Marketing Management]

Full Marks : 70
Pass Marks : 28

Time : 3 hours

The figures in the margin indicate full marks for the questions

Answer all questions,

1. What do you understand by the term 'marketing'? Explain in detail about characteristics of Hospitality and Tourism Marketing? 4+10=14

Or

2. Differentiate between marketing and selling? Briefly describe about Maslow's need Hierarchy theory? 6+8=14

3. Read the following case and answer the questions?

'Awesome Assam' is a tourism campaign by the Assam Tourism Development Corporation (ATDC) promoting the state's diverse attractions, aiming to showcase Assam beyond its famous tea gardens and Kaziranga National Park. The campaign aims

to highlight various aspects of Assam's Tourism, including its culture, wildlife, food, tribes and natural beauty. The campaign utilizes dramatic cinematography and claming background music to create a captivating and immersive experience for viewers.

Assam is known for its tea, silk and diverse wildlife and has a rich culture heritage with various tribes, traditions and festivals. It is the land of vibrant culture scenic beauty, historical significance, hills, wild forest, mighty rivers, rich flora and fauna and ultimate destination of tourists.

Questions:

a. What is the main impact on tourism business seen after Awesome Assam Campaign? 7

b. Discuss some major initiative may be followed for promoting Assam as a popular tourist destination in India? 7

Or

4. What do you mean by external environment? Discuss its impact on firm's marketing decision? Elucidate about PEST and PESTLE analysis? 2+6+6=14

5. Read the following case and answer questions given at the end of the case.

Reliance Jio- Redefining connectivity in India.

Reliance Jio burst on to the Indian telecommunications scene in 2016, quickly becoming a game changer with its unique marketing strategies and disruptive business model. By providing high-speed internet at low prices, Jio altered how Indians access the internet and reshaped the entire telecom service landscape in the country. Before Jio's entry, the Indian telecom market was fiezeely competitive and controlled by established players charging high prices for internet services. Data consumption was expensive and the availability of 4G technology could have been more expensive.

For Jio, the challenges was breaking through these barriers to establish itself and achieve broad market adoption. Jio implemented several key strategies to address these challenges:

Aggressive Pricing:

Jio launched with a compelling offer to free internet and voice calls for the first six months.

Infrastructure investment:

They rapidly deployed extensive 4G coverage to ensure high speed internet access.

Bundling Services:

Jio enhanced value by offering bundled services that included media streaming, live TV and music apps, enriching the care telecom offerings.