heritage, its preservation, cleanliness, hospitality and bringing out an attitudinal shift among the masses toward tourists. It is a symbolic representation of India's age-old hospitality.

The ADB programme was targeted at various stakeholders such as taxi drivers and the general public. It aimed to change their attitude and behaviour toward foreign tourists by stressing on the aspect that a guest has been held in high esteem in India since ancient times.

a. Examine the above case and give your opinion about the impact of Atithi Devo Bhavah programme? 7

b. Evaluate the strengths and weakness of ADB programme for promoting tourism among foreign tourists? 7

10. What do you mean by consumer Behaviors? Write its importance in service marketing? 4+10=14

★★★

2025/SEM/EVEN/10/29/HTM-655/331

PG Even Semester Exam, May 2025

Hospitality & Tourism Management

4th Semester

COURSE NO. HTM-655

[Service Marketing]

Full Marks : 70
Pass Marks : 28

Time : 3 hours

The figures in the margin indicate full marks for the questions

Answer all questions,

1. Elucidate the meaning and characteristics of 'Services'? Write differences between Goods and Services? 8+6=14

Or

2. Describe in detail about various components of Service Marketing Mix? 14

3. Read the following case and answer question given at the end of the case:

The 'Incredible India Campaign is an integrated marketing communication effort to support the Indian tourism industry's efforts to attract tourists to the country. It was launched in 2002 and was a

major initiative by the Government of India, to promote India as a tourist destination.

The campaign projected India as an attractive tourist destination by showering different aspects of Indian culture and history like yoga, spirituality etc. The campaign was conducted globally and received appreciation from tourism industry observers and travelers.

In spite of the upward trend in tourist arrivals following the 'incredible India' campaign, the fact that India- the seventh largest country in the world in terms of area-received only a fraction of the number of tourists that a city like Hongkong received indicated the enormous potential that still existed for tourism.

a. Critically analyse the strengths and weakness of 'Incredible India' campaign for promotion of tourism in India? 7

b. Give your opinion about various aspects of the campaign and evaluate the impact of the campaign on the Indian tourism industry? 7

Or

4. How hospitality and tourism products are different from other services? Describe in detail about various strategies may be followed for development of new product in service industry? 4+10=14

5. a. What are the various pricing strategies may be taken by service industry for taking care of perishability and seasonality? 7

b. Write importance of people and physical evidence in Hospitality industry? 7

Or

6. What do you mean by demand? Briefly explain about elasticity of Demand? Elucidate about the concept of 'Service Supply Constraints and Demand Patterns'? 3+4+7=14

7. Explain in brief about various determinants of Demand in tourism industry? What strategies may be taken for matching Demand and capacity? 7+7=14

Or

8. a. Describe in brief about 'Five Gap model' of service quality? 7

b. Write in detail about process of effective service delivery? 7

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

In January 2005, MoT, launched a social awareness programme as part of the 'Incredible India' integrated marketing campaign. This program aimed at changing the attitude of people with respect to the way they interacted with tourists. It was named Atithi Devo Bhavah (ADB) or Guest is God – a Sanskrit phrase which indicated the high esteem in which a guest was held in India since ancient tile. ;Atithi Devo Bhavah' is a nationwide campaign aimed at sensitizing people about India's rich cultural