

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2016-2017

COURSE : 3RD Semester of M.Sc. in HA
SPECIALISATION : Sales & Marketing
SUBJECT : Marketing Services & Consumer Behaviour
TIME ALLOWED : 03 Hours MAX. MARKS: 100

(Marks allotted to each question are given in brackets)

- Q.1. Define the term 'Physical Evidence' and discuss the importance of physical evidence for hotel and restaurant services. (10)
- Q.2. Give some examples of services that are high in credence qualities. How do high credence qualities affect the consumer behaviour for these services? (10)
- Q.3. Discuss the various forms of consumer sales promotion schemes which can be used by hotels. Give suitable examples in support of your answer. (10)
- Q.4. Identify the important buying roles which the members of a family can play in the process of purchase by citing suitable examples. (10)
- Q.5. Discuss the application of life cycle marketing with suitable examples.
OR
What is organisational buying behaviour? Discuss the major influencing factors on organisational buying. (10)
- Q.6. Explain the importance of branding of financial services by giving suitable examples.
OR
Explain the Howard Sheth Model of Consumer Decision Process. (10)

Q.7. Define the term 'Service Quality' and explain the Gronroos Perceived Service Quality Model.

OR

Discuss the Gaps Model of Service Quality by taking into consideration all the five dimensions of service quality.

(10)

Q.8. What is the significance of Post Purchase Dissonance for a health club?

OR

How would the consumer decision making vary in respect of the purchase of a new brand of mobile handset? Justify answer to information search, motivation and learning context.

(10)

Q.9. Write short notes on **any two** of the following:

- (a) Zone of tolerance
- (b) Services marketing triangle
- (c) Trait theory of personality

(2x5=10)

Q.10. Choose the correct option:

- (i) Which among the following is not an element of physical evidence?:
 - (a) Employee dress
 - (b) Employee training
 - (c) Equipment
 - (d) Facility design
- (ii) Difference between customer expectation and customer perception is called:
 - (a) Customer delight
 - (b) Customer satisfaction
 - (c) Customer gap
 - (d) Supplier gap
- (iii) Which amongst the following is not a service?:
 - (a) Banking
 - (b) Hotels
 - (c) Tax preparation
 - (d) Computer software
- (iv) The employee skills in serving the client may be described as:
 - (a) Internal marketing
 - (b) External marketing
 - (c) Relationship marketing
 - (b) Interactive marketing
- (v) Which of the following is not a tangible dominant?:
 - (a) Detergent
 - (b) Investment management
 - (c) Automobile
 - (d) Soft drink

- (vi) According to PZB, the most important determinants of service quality is:
- | | |
|--------------------|-----------------|
| (a) Responsiveness | (b) Reliability |
| (c) Assurance | (d) Empathy |
- (vii) Which amongst the following is not an individual characteristic influencing consumer behaviour?:
- | | |
|---------------------|------------------|
| (a) Culture | (b) Attitudes |
| (c) Task definition | (d) Social class |
- (viii) Which amongst the following is not a component of personality?:
- | | |
|------------|----------------------|
| (a) Family | (b) Behaviour |
| (c) Traits | (d) All of the above |
- (ix) A set of shared values, attitudes, belief and other symbols is called:
- | | |
|---------------------|----------------|
| (a) Reference group | (b) Culture |
| (c) Group influence | (d) Motivation |
- (x) An individual's non-living or interacting and acting pattern is called:
- | | |
|------------------|----------------------------------|
| (a) Life style | (b) Personality and self-concept |
| (c) Social class | (d) None of the above |

(10x1=10)
