

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2015-2016

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

(Marks allotted to each question are given in brackets)

- Q.1. International expansion of a company certainly depends on International Marketing. Explain and justify why a company should expand internationally. (10)
- Q.2. In this contemporary world, almost all the countries have ventured into International Trade. This development is due to various factors. Explain those factors that contribute to the progress of international trade. (10)
- Q.3. A number of documents are used in Export-Import trade. Define the following documents in brief:
(a) Airway bill
(b) Inspection certificate
(c) Insurance certificate
(d) Commercial invoice
(e) Export packing list (5x2=10)
- Q.4. India is a land of diversity. The economic boom in India can be witnessed by the growing presence of international chains in the hotel sector. Compare and contrast the various advertising and promotional methods adopted by the foreign hotel brands against the Indian brands. (10)
- Q.5. Choose **any one** destination in India or abroad and highlight on the tourism marketing mapping, which will enable you to attract the right set of tourists to the destination. (10)
- Q.6. Various key characteristics determine the business and market environment of a country. Explain those characteristics in detail. (10)

Q.7. Hotel industry believes in 'word-of-mouth' as an effective tool in capturing new businesses. Throw light on how this tool contributes to the popularity of a hotel.

OR

Design an Advertisement to be published in a Hotel Magazine for a 5-star business property due to be launched in January 2016.

(10)

Q.8. Explain the application of Information Technology in International Marketing.

OR

As argued by the Indian historians, International Trade emerged in India after discovering sea routes to India in 1498 A.D. Trace the progress of International Trade from then onwards till the present times.

(10)

Q.9. 'India – An apt International destination for Culinary Tourism". Discuss.

OR

Explain the 4 P's of Market Mix.

(10)

Q.10. Explain the role of Sales & Marketing department of a 5-star hotel in promoting the hotel products and services.

(10)

OR

International marketing in Tourism for various destinations are promoted using slogans. Identify the tourism slogans and mention the country/Indian state which the slogan belongs to:

- (a) Truly Asia _____.
- (b) Amazing _____.
- (c) Incredible _____.
- (d) Always Natural _____.
- (e) Kingdom of wonder _____.
- (f) A land like no other _____.
- (g) The heart of Asia _____.
- (h) A pioneer of highway tourism _____.
- (i) God's own country _____.
- (j) 365 days on a holiday _____.

(10x1=10)
