

Mid-West University  
**Examinations Management Office**  
Birendranagar, Surkhet  
End Semester (Alternative/Physical) Examination-2078  
Bachelor of Hotel Management (BHM)  
Semester - IV

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Subject: Tourism and Hospitality Marketing  
Full Marks: 50 Pass Marks: 25

Course Code: BHM 342  
Time: 3:00 Hours

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*You are required to answer in your own words as far as applicable.*

***Attempt all of the following Questions:***

**5×10=50**

1. What is Modern marketing concept? Discuss the differences between profiles of American and Chinese tourists visiting Nepal? [10]
2. Briefly explain the recent service trends affecting tourism and hospitality sectors of Nepal? [10]
3. a. Define the concept of Publicity. Why is it necessary in today's world in the field of tourism and hospitality marketing? [2+3]  
b. What are the roles of a private sector to promote service industry? Discuss. [5]

**OR**

Explain, in detail, the roles of private sectors to promote Tourism and service industry of Nepal? What effective measures are taken by the government to promote the tourism sector post covid scenario in Nepal? [6+4]

4. What is Marketing Mix? Marketing Mix components are essential for any business to succeed in today's dynamic environment. Explain its components in detail and ensure its importance? [2+8]
5. Explain the different types of tourist market segments. As per the current covid scenario if you were to recommend any two of them which would you recommend, mention specific reasons for choosing your answer among many choices. [6+4]

**OR**

Discuss the consumer problem solving process and techniques. If you were a consumer of any services, what considerations would you make and how will it affect you referring the same to others? [6+4]

**The End**

