

**B.Sc. (Hospitality & Hotel Administration)(CBCS 2016 Course Sem-VI
: SUMMER - 2019**

SUBJECT : HOSPITALITY MARKETING

Day : Friday
Date : 12/04/2019

Time : 02.00 PM To 04.30 PM
Max. Marks :

S-2019-2446

N.B. :

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.

- Q. 1** Attempt **ANY SIX** of the following : **(06)**
- a) What is Inelastic Demand?
 - b) Define Need.
 - c) What is Customer Delivered Value (CDV)?
 - d) Write the assumption of Product Concept.
 - e) List any four tools of Marketing Mix.
 - f) List any four points of differentiation between Selling and Marketing.
 - g) Classify markets on the basis of magnitude of selling.
 - h) State four components of Total Customer Cost.

- Q. 2** Attempt **ANY TWO** of the following : **(12)**
- a) Explain the following characteristics of services with suitable example.
 - i) Intangibility
 - ii) Perishability
 - b) Draw a PLC curve and discuss the characteristics at the various stages of PLC.
 - c) Define Distribution Channel. State any four reasons why intermediaries are needed.

- Q. 3** Attempt **ANY TWO** of the following : **(12)**
- a) State and discuss any three characteristics of Sales Promotion.
 - b) List and briefly discuss the steps involved in New Product Development.
 - c) Discuss the role of following intermediaries in the hospitality industry:
 - i) Travel Agent
 - ii) Internet

- Q. 4** **Match the pairs:** **(06)**

A	B
Novelty	Highly sensitive to competitor pricing
Prestige	Discretion in pricing
Perishability	Range of Prices
Market share leadership	Flexible
Oligopolistic competition	Low Price
Monopolistic competition	High Price

- Q. 5** Attempt **ANY TWO** of the following : **(12)**
- a) State and explain any three objectives of advertising. Classify advertising media giving two examples each.
 - b) Discuss the pricing method adopted for pricing of functions.
 - c) Define Market segmentation and explain any four ways of demographic segmentation.

- Q. 6** Attempt **ANY TWO** of the following : **(12)**
- a) List any six points of differentiation between Goods and Services.
 - b) Discuss the current social and political environment in India.
 - c) Draw and briefly discuss consumer behavior model.

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