

B.H.M.C.T. Sem-VI (CBCS 2016 Course) : SUMMER - 2019
SUBJECT : HOSPITALITY MARKETING

Day : Saturday
Date : 13/04/2019

Time : 10.00 AM To 12.30 PM
Max. Marks : 60

S-2019-2430

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 Demand?
- b) Define Want.
- c) Define Need.
- d) Define Exchange.
- e) Choose the correct option:
Many buyers and many sellers trading over a single market price
(Monopolistic competition / Pure Competition)
- f) Choose the correct option :
Many buyers and many sellers trading over a range of prices (Monopolistic competition / Oligopoly)
- g) Choose the correct option:
Many Buyers and many sellers who are highly sensitive to competitor's price.(Monopolistic Competition / Oligopolistic Competition)
- h) Choose the correct option:
Many buyers and single seller (Monopoly/ Pure Competition)

Q. 2 Attempt **ANY TWO** of the following : **(12)**

- a) Explain the following characteristics of services with suitable example.
 - i) Intangibility
 - ii) Perishability
- b) State and briefly discuss the steps in NPD.
- c) Define Distribution Channel. State any four reasons why intermediaries are needed.

Q. 3 Attempt **ANY TWO** of the following : **(12)**

- a) Define Advertising. State any two characteristics of Advertising.
- b) Discuss the following ways of differentiating hospitality products:
 - i) Personnel
 - ii) Location
 - iii) Services
- c) Discuss the role of following intermediaries in the hospitality industry:
 - i) Travel Agent
 - ii) Internet
 - iii) Global Distribution system.

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

A	B
Performance matches customer expectation	Component of TCC
Performance greater than customer expectation	William Sherden
Performance falls short of customer expectation	Component of TCV
80/20/30 Rule	Customer Delight
Monetary Cost	Dissatisfied Customer
Personnel Benefit	Satisfied Customer

P.T.O.

Q. 5 Attempt **ANY TWO** of the following : **(12)**

- a) Explain any four tools of Sales Promotion.
- b) Discuss any two pricing methods adopted for pricing food and beverage items.
- c) Explain any four ways of market 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 cultural environment in India.
- c) Give one example each to discuss the following factors influencing consumer behavior:
 - i) Social class
 - ii) Age
 - iii) Belief and attitude
 - iv) Culture
 - v) Family
 - vi) Occupation

* * * * *