

BHMCT CBUS 2018 Course Sem-VI/
BSc (H&HA) (CBCS - 2018 COURSE) SEM - VI : WINTER - 2021

SUBJECT: HOSPITALITY MARKETING

Day: Monday

Time: 02:00 PM-04:30 PM

Date: 20-12-2021

W-19908-2021

W-19974-2021

Max. Marks: 60

N.B.:

- 1) ALL Questions are COMPULSORY.
- 2) Answers to questions in Section I & II to be written in the same answer booklet.

SECTION - I

Q.1) Choose the correct answer: (1 Marks X 6 = 6)

- a Exchange without value satisfaction refers to the concept of :
 - i) Selling
 - ii) Barter
 - iii) Marketing
 - iv) Relationship
- b Which of the following best describes human need?
 - i) Food
 - ii) Pizza
 - iii) Burger
 - iv) French Fries
- c Which of the following is an element of the marketing mix?
 - i) Plan
 - ii) Policy
 - iii) Product
 - iv) Program
- d Wants backed by ability and willingness to buy is called _____
 - i) Need
 - ii) Demand
 - iii) Exchange
 - iv) Satisfaction
- e Consumer determines price, price determines the cost. This statement is true for :
 - i) Manufacturing
 - ii) Selling
 - iii) Segmenting
 - iv) Marketing
- f The extended marketing mix for services includes: People, Processes and _____
 - i) Product
 - ii) Price
 - iii) Physical evidence
 - iv) Promotion

Q.2) Attempt any TWO of the following: (6 Marks X 2 = 12)

- a) Define Sales Promotion. State any five tools of Sales Promotion.
- b) Discuss any three ways of differentiating products.
- c) Describe any two commonly used intermediaries in the hospitality industry.

Q.3) Attempt any TWO of the following: (6 Marks X 2 = 12)

- a) Explain any three characteristics of services with suitable examples.
- b) Draw a PLC curve and discuss the characteristics at the various stages of PLC.
- c) Write any two benefits of highly satisfied customers. How will you calculate the cost of lost customers?

SECTION – II

Q.4) Match the factors influencing price with resulting effect on price: (1 Marks X 6 = 6)

	A		B
i)	Prestige	a)	Highly sensitive to competitor pricing
ii)	Pure competition	b)	Flexible price
iii)	Market share leadership	c)	High Price
iv)	Monopolistic competition	d)	Range of prices
v)	Perishability	e)	Low price
vi)	Oligopolistic competition	f)	Single price

Q.5) Attempt any TWO of the following: (6 Marks X 2 = 12)

- a) Define Personal Selling. Discuss three characteristics of Personal Selling.
- b) Discuss the pricing method adopted for pricing of hotel rooms.
- c) Explain any six bases of demographic market segmentation.

Q.6) Attempt any TWO of the following: (6 Marks X 2 = 12)

- a) List any six points of differentiation between Goods and Services.
- b) Define Distribution Channel. State any four reasons why intermediaries are needed.
- c) Draw and briefly discuss Consumer Behavior model.
