



Name :
Roll No. :
Invigilator's Signature :

CS / BHMCT (NEW) / SEM-5 (PART-B) / HM-506 / 2011

2011

HOSPITALITY MARKETING

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP - A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

- i) Customers being turned away or having to wait is an implication of which aspect of services ?
 - a) Most services cannot be inventoried
 - b) People may be a part of the service experience
 - c) Intangible elements usually dominate value creation
 - d) Service are often difficult to visualize and understand
 - e) Customers may be involved in co-production.



- ii) A useful way to distinguish between goods and services is to place them on a continuum from to
 - a) practical, impractical
 - b) low , high
 - c) tangible-dominant, intangible-dominant
 - d) reliable, unreliable
 - e) prepared, unprepared.
- iii) Which of the following is an example of co-production ?
 - a) Selling items on eBay
 - b) Touring an aquarium
 - c) Eating fast food
 - d) Buying a stereo
 - e) Withdrawing from an ATM.
- iv) The four additional Ps of services marketing that extend the original four Ps of marketing are , and
 - a) prospects , process , people , promotion
 - b) product , price , place , promotion
 - c) physical environment , process , people , productivity and quality
 - d) physical environment , prosperity , planning , process
 - e) prosperity , process , people , promotion.
- v) supply the central, problem-solving benefit that customers seek.
 - a) Delivery processes
 - b) Conditional services
 - c) Supplementary services
 - d) Core products
 - e) Sustaining processes.
- vi) represent a special type of order taking that entitles customers to a specific unit of service.
 - a) Trackers
 - b) Repossessions
 - c) Contracts
 - d) Reservations
 - e) Suggestions.



- xiii) Companies that sell their own products door-to-door use
- a) a two-level middleman channel
 - b) a single-middleman channel
 - c) a three level channel
 - d) no channel.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

- 2. Define marketing. Differentiate in-between selling and marketing with at least four points.
- 3. Write short notes on Service marketing.
- 4. Mention the various segments of Hospitality market.
- 5. State the basic difference between goods and service.
- 6. Write in brief, about the various products found in a large size hotel for service market.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

- 7. Explain how the core product, supplementary services, and delivery processes are integrated in the context of an overnight hotel stay. $5 + 5 + 5$
- 8. Discuss with example the seven elements of service marketing mix.
- 9. Describe the key drivers of how consumers choose between personal, impersonal and self-service channels. $5 + 5 + 5$
- 10. Service marketers must be concerned with four characteristics of services. Why are they ? Describe each in detail. $3 + 12$
- 11. A company's total marketing communication mix — also called its promotion mix — consists of the specific blend of five different parts. Name and define these parts in detail.

$5 + 10$

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