



Name :
Roll No. :
Invigilator's Signature :

CS/BHMCT/SEM-5(PART-B)/HM-506/2013

2013

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

(Objective Type Questions)

1. Answer the following questions : 10 × 1 = 10

A. Choose the correct alternatives for the following :

i) Characteristics of Service Marketing

- a) heterogeneous b) intangible
c) inseparable d) all of these.

ii) The physical evidence for a hotel guest will be

- a) Hotel Brochure b) Bellboy
c) Receptionist d) none of these.

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- iii) Marketing segmentation is done by
- a) behavioral b) geographical
 - c) demographical d) all of these.
- iv) Promotional-mix includes
- a) advertisement b) personal sales
 - c) publicity d) all of these.
- v) The various aspects of quality are
- a) performance b) reliability
 - c) availability d) all of these.
- vi) The key concept of marketing is
- a) need and want
 - b) satisfaction and quality
 - c) both (a) and (b)
 - d) none of these.
- vii) The stage of Product Life Cycle is
- a) Growth stage b) Birth stage
 - c) Removal stage d) none of these.



B. Fill in the blanks :

viii) The steps involved in getting a product or service from time of demand to the time of delivery is collectively known as

C. Write *true* or *false* :

ix) Food served in hotel is a product.

x) Hotels now are opting for customer delight rather than customer satisfaction.

GROUP – B

(Short Answer Type Questions)

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

2. How is selling different from marketing ?
3. Briefly explain the need of marketing segmentation.
4. Explain the concept of PLC with a diagram.
5. Differentiate between skimming pricing and penetration pricing.
6. What are the characteristics of services ?

GROUP – C

(Long Answer Type Questions)

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

7. Explain 4Ps of Marketing. How is it different from 7Ps of Marketing ?
8. What are the factors which influence customer expectation ?
What is customer delight ?

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9. What is TQM ? How is TQM used in service marketing in hospitality ?
10. What is the difference between goods and services and their marketing ? Explain the value chain analysis considering the hospitality services.
11. What are various marketing strategies of hotel industry ?
What are the strategic programs for marketing of service ?

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