| | Utech |
|---------------------------|---|
| Name: | |
| Roll No.: | In Spanish (V. Samplelija Stad Sayalland) |
| 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.

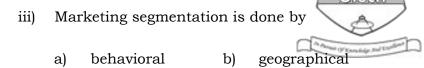
GROUP - A

(Objective Type Questions)

- 1. Answer the following questions: $10 \times 1 = 10$
 - 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.

B-3 Turn over

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



- 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:
- 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?

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

- 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?

B-3 4