



Printed Pages : 2

BHM – 605

(Following Paper ID and Roll No. to be filled in your Answer Book)

**PAPER ID : 7463**

Roll No.

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**B. H. M. C. T.**

(SEM. VI) EXAMINATION, 2006-07

**HOSPITALITY MARKETING MANAGEMENT**

*Time : 3 Hours]*

*[Total Marks : 100*

- Note :*
- (1) Answer **all** questions.
  - (2) All questions carry **equal** marks.

**1** Attempt any **four** parts of the following : **6×4=24**

- a. Write briefly about hospitality products
- b. What is product life cycle?
- c. Explain the concept of marketing mix.
- d. Explain the use of internet for marketing.
- e. How has the concept of marketing evolved over time? What is the modern marketing concept?
- f. How does marketing of services differ from marketing of products.

**2** Attempt any **four** parts of the following : **6×4=24**

- a. What is policy? How do policies help in smooth functioning of an organization.
- b. Explain marketing segmentation with the help of examples.
- c. What is internal marketing?

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- d. Discuss planning, organizing and marketing for incentive tours.
- e. How can strategy help in hospitality marketing?
- f. How are budgeting and marketing related?

**3** Attempt any **two** parts of the following : **10×2=20**

- a. Discuss the range of products and services offered by hotels.
- b. Discuss various forms of hospitality marketing channels.
- c. Discuss pricing strategies as a tool for marketing.

**4** Attempt any **two** parts of the following : **8×2=16**

- a. Discuss e-commerce marketing. Can it be used as an effective marketing tool in India.
- b. How do content and frequency of advertisement affect its effectiveness?
- c. Explain the terms :
  - i) Publicity
  - ii) Merchandising
  - iii) Sales promotions.

**5** What is marketing? Discuss the application of **8×2=16** concept of marketing or tourism and its products.

**OR**

**5** 'India hasn't been able to attract its fair share of international tourists due to lack of marketing. Comment and discuss India's effort to market itself as brand 'Incredible India'.