

Printed Pages : 2



NBHM-705

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

PAPER ID : 174711

Roll No.

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B. H. M. C. T.

(SEM. VII) (ODD SEM.) THEORY
EXAMINATION, 2014-15

HOSPITALITY MARKETING MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

Note : Attempt all questions.

SECTION – A

1 Define any **six** : **5×6=30**

- (a) Define the concept of 'Market' and 'Marketing'
- (b) Difference between Selling and Marketing.
- (c) Explain the concept of Marketing Mix.
- (d) Define 'Need' 'Wants' and 'Demand' with example.
- (e) Define Marketing strategy.
- (f) What are the difference between 'Product' and 'Service' ?
- (g) What do you mean by E-Commerce?

SECTION - B

- 2** Attempt any **two** : **10×2=20**
- (a) Define Market segmentation, Targeting and positioning with the suitable example of hospitality industry.
 - (b) Explain the 7 P's of Marketing.
 - (c) Explain the product life cycle and draw the diagram of it.

SECTION - C

- 3** Attempt any **five** : **10×5=50**
- (a) What are the different types of advertisement? How we can measure the effectiveness of an advertisement?
 - (b) Define various forms of hospitality marketing channels.
 - (c) What is sales promotion? How it is different from merchandizing?
 - (d) What factors affect positively to the international tourist to come in India?
 - (e) What is direct selling and what are the advantages and disadvantages of it ?
 - (f) Explain Buying decision process. How does buying capacity affect demand and wants?
 - (g) What is suggestive selling? How it affects the consumer behavior?
 - (h) Explain pricing strategies. How they are useful?