

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

**PAPER ID : 7505**

Roll No.

--	--	--	--	--	--	--	--	--	--

**BHMCT**

(SEM. VII) ODD SEMESTER THEORY EXAMINATION 2012-13

**HOSPITALITY MARKETING MANAGEMENT**

*Time : 3 Hours*

*Total Marks : 100*

**Note : Attempt *all* questions.**

**PART—A**

1. Define the following : **(10×2=20)**
- (a) Wants
  - (b) Desire
  - (c) Marketing
  - (d) Tourism
  - (e) Owning
  - (f) Product
  - (g) Merchandizing
  - (h) Publicity
  - (i) Intangibility
  - (j) Marketing budget.

**PART—B**

2. Attempt any **four** of the following : **(7.5×4=30)**
- (a) Explain product life cycle with suitable example.
  - (b) Define Policy. How does Policy help in smooth functioning of an organisation ?

- (c) What is Pricing ? Discuss the factors to be considered while setting the price of the hospitality product.
- (d) Briefly explain the concept of franchising with its merits and demerits.
- (e) Outline the process of Advertisement, highlighting the media used for Advertisement.

**PART—C**

3. Attempt any **two** of the following : **(5×2=10)**
  - (a) List the difference between Marketing and Selling.
  - (b) Explain the concept of Marketing Mix with reference to Service Market.
  - (c) Explain different characteristics of hospitality business.
4. Attempt any **two** of the following : **(5×2=10)**
  - (a) Discuss the difference between Policy and Strategy.
  - (b) Explain the procedure for preparation of Marketing Plan.
  - (c) How is product strategy different from target market strategy in strategic planning ?
5. Attempt any **two** of the following : **(5×2=10)**
  - (a) Define market segmentation. Why firms agree to segment the market ?
  - (b) Mention different pricing strategies found in hospitality industry.
  - (c) Briefly discuss the bases/types of segmentation of market.
6. Write short notes on any **two** of the following : **(5×2=10)**
  - (a) Travel Agent
  - (b) Consortiums
  - (c) Incentive houses.

7. Attempt any **two** of the following : **(5×2=10)**
  - (a) Define Direct/Personal Selling. Explain the process of personal selling.
  - (b) What is Sales Promotion ? Mention different tools used for sales promotion.
  - (c) Write short notes on any **two** :
    - (i) Public Relation
    - (ii) E-Commerce Marketing
    - (iii) Suggestive Selling.