

**BHMCT**  
**(SEM-VIII) THEORY EXAMINATION 2017-18**  
**HOSPITALITY MARKETING MANAGEMENT**

*Time: 3 Hours**Total Marks: 100***Note:** 1. Attempt all Sections. If require any missing data; then choose suitably.**SECTION A**

- 1. Attempt *all* questions in brief. **2 x 10 = 20****
- a. What do you mean by WYSWYG?
  - b. Define Pricing.
  - c. Define Need.
  - d. Explain buying capacity.
  - e. What do you mean by print media?
  - f. What do you understand by demand?
  - g. Define budget.
  - h. What do you mean by segment?
  - i. Explain personal selling.
  - j. Explain service marketing

**SECTION B**

- 2. Attempt any *three* of the following: **10 x 3 = 30****
- a. Write a brief note on 7 Ps of Marketing.
  - b. What do you understand by product life cycle?
  - c. What do you understand by market segmentation along with its importance in marketing?
  - d. Explain franchising in brief.
  - e. Write a brief note on sales promotion with the importance of suggestive selling.

**SECTION C**

- 3. Attempt any *one* part of the following: **10 x 1 = 10****
- (a) Write down the concept of marketing mix.
  - (b) What do you mean by marketing? Explain various challenges involved in service marketing.
- 4. Attempt any *one* part of the following: **10 x 1 = 10****
- (a) What do you understand by strategic marketing system?
  - (b) Write down various steps taken to develop a marketing plan.

- 5. Attempt any *one* part of the following: **10 x 1 = 10****
- (a) What do you understand by Macro and Micro Segmentation of Market?
  - (b) Write a brief note on various factors to be considered while setting price of a product.
- 6. Attempt any *one* part of the following: **10 x 1 = 10****
- (a) What do you mean by affiliation? Write down its benefits.
  - (b) Differentiate between tour operator and travel agent in brief.
- 7. Attempt any *one* part of the following: **10 x 1 = 10****
- (a) Explain E-commerce marketing in brief.
  - (b) Write a brief note on various types of advertisement channels.