CLASS: BHMCT   SEMESTER : VII
BRANCH: HMCT   SESSION : MO/18

SUBJECT: HM7213 HOSPITALITY MARKETING

TIME: 3.00 HRS   FULL MARKS: 60

INSTRUCTIONS:
1. The question paper contains 7 questions each of 12 marks and total 84 marks.
2. Candidates may attempt any 5 questions maximum of 60 marks.
3. The missing data, if any, may be assumed suitably.
4. Before attempting the question paper, be sure that you have got the correct question paper.
5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.

Q.1(a)	Distinguish between consumer and business market.	[2]
Q.1(b)	Why marketing is important?	[4]
Q.1(c)	Describe the evolving views of marketing role.	[6]
Q.2(a)	Define positioning.	[2]
Q.2(b)	Explain the common positioning errors.	[4]
Q.2(c)	Explain with examples the major bases for segmenting business market.	[6]
Q.3(a)	Define brand.	[2]
Q.3(b)	Explain the primary and secondary functions of packaging.	[4]
Q.3(c)	Enumerate with examples the product life cycle.	[6]
Q.4(a)	Define pricing.	[2]
Q.4(b)	Explain the common errors in pricing.	[4]
Q.4(c)	Describe the methods and strategies of pricing in hospitality industry.	[6]
Q.5(a)	Distinguish between pull and push strategy.	[2]
Q.5(b)	Explain the steps in promotion policy.	[4]
Q.5(c)	Describe the process of promotion through product life cycle.	[6]
Q.6(a)	Distinguish between pull and push strategy.	[2]
Q.6(b)	Describe the functions of distribution channels.	[4]
Q.6(c)	Elaborate the method of distribution in hospitality sector.	[6]
Q.7(a)	Define physical evidence.	[2]
Q.7(b)	What are the different types of physical evidence.	[4]
Q.7(c)	Enumerate the functions of physical evidence.	[6]

:::::28/11/2018:::::M