

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION)**

**CLASS: BHMCT
BRANCH: HMCT**

**SEMESTER: VII
SESSION : MO/2018**

SUBJECT : HM7213 HOSPITALITY MARKETING

TIME: 1.5 HOURS

FULL MARKS: 25

INSTRUCTIONS:

1. The total marks of the questions are 30.
 2. Candidates may attempt for all 30 marks.
 3. In those cases where the marks obtained exceed 25 marks, the excess will be ignored.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. The missing data, if any, may be assumed suitably.
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| Q1 | (a) Define Marketing. | [2] |
| | (b) Distinguish between consumer and business market. | [3] |
| Q2 | Describe the evolving views of marketing role. | [5] |
| Q3 | (a) Define Market Segmentation. | [2] |
| | (b) Discuss the different segments of business market. | [3] |
| Q4 | (a) Distinguish between exchange and transaction. | [2] |
| | (b) Describe customer driven marketing strategy. | [3] |
| Q5 | Describe the different levels of product. | [5] |
| Q6 | (a) Define product positioning. | [2] |
| | (b) Enlist the criteria for positioning. | [3] |

::: 10/09/2018 M :::::