

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

**CLASS: BHMCT
BRANCH: HMCT**

**SEMESTER : VII
SESSION : MO/19**

SUBJECT: HM7213 HOSPITALITY MARKETING

TIME: 3:00 HOURS

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.
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| Q.1(a) What do you understand by needs, wants and demands? | [2] |
| Q.1(b) Contrast the selling concept and marketing concept under which organizations conduct marketing activities. | [4] |
| Q.1(c) Discuss the scope of marketing. | [6] |
| Q.2(a) What are homogeneous and diffused preferences. | [2] |
| Q.2(b) Explain the local marketing and individual marketing in the context of hospitality industry. | [4] |
| Q.2(c) Describe the types/ways of market segmentation based on different variables. | [6] |
| Q.3(a) Briefly discuss packaging with its types. | [2] |
| Q.3(b) Differentiate between supporting products and augmented products. | [4] |
| Q.3(c) Describe the stages of product life cycle with a suitable example. | [6] |
| Q.4(a) Write the objectives of pricing. | [2] |
| Q.4(b) Describe the factors affecting price sensitivity. | [4] |
| Q.4(c) Discuss the internal factors affecting pricing decisions. | [6] |
| Q.5(a) What is promotion mix? | [2] |
| Q.5(b) Discuss the factors to be considered while setting the budget for advertising. | [4] |
| Q.5(c) Describe the major activities of PR Department. | [6] |
| Q.6(a) What are channel conflicts? Briefly explain horizontal and vertical conflicts. | [2] |
| Q.6(b) Describe the consumer and Industrial marketing channels with diagram. | [4] |
| Q.6(c) Describe the role of following marketing intermediaries in hospitality industry-
tour wholesalers, motivational houses, hotel representatives, global distribution system | [6] |
| Q.7(a) Briefly discuss the service profit chain. | [2] |
| Q.7(b) Describe the role of physical evidence in service marketing. | [4] |
| Q.7(c) What is service blueprinting? Discuss the key components of service blueprints. | [6] |

:25/11/2019:E