

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

**CLASS: BHMCT
BRANCH: HMCT**

**SEMESTER: VII
SESSION : MO/2019**

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) What is marketing? Differentiate need, want and demand. [2]
(b) Compare product concept and production concept of business orientation. [3]
- Q2 (a) Differentiate between goods and services. [2]
(b) Describe the customers' expectation from hospitality services. [3]
- Q3 (a) What is niche marketing? Explain with example. [2]
(b) Describe the geographic and demographic bases for segmenting consumer markets. [3]
- Q4 (a) Briefly explain the requirements for effective market segmentation. [2]
(b) Contrast the three patterns of market segmentation. [3]
- Q5 (a) What is product hierarchy? Explain with example. [2]
(b) Discuss the stages of product life cycle (PLC). [3]
- Q6 (a) Explain the expected product level and augmented product level. [2]
(b) Classify consumer goods and explain. [3]

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