

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

**CLASS: BTECH/BARCH**  
**BRANCH: BT/CP&P/CHEMICAL/CE/CS/IT/ECE/EEE/MECH/PIE/ARCH**

**SEMESTER : V**  
**SESSION : MO/2022**

**TIME: 3:00 Hours**  
**SUBJECT: HM322 HOSPITALITY MARKETING**

**FULL MARKS: 50**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
  2. Attempt all questions.
  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) Illustrate importance and benefits of hospitality marketing. [2]  
Q.1(b) Discuss the factors influence to customer expectation in Hospitality Industry along with considering some common expectations. [3]  
Q.1(c) Explain the consumer purchase making process in hospitality industry. [5]
- Q.2(a) Compare between differentiation and segmentation. [2]  
Q.2(b) Describe the criteria of market segmentation. [3]  
Q.2(c) Write and relate the steps of market segmentation and its effectiveness in hospitality industry. [5]
- Q.3(a) Write different levels of product and types of hotels. [2]  
Q.3(b) Critically evaluate the pricing strategies adopted by the hospitality industry. [3]  
Q.3(c) Discuss the various marketing strategies to be adopted in various stages of the Hospitality Product Life Cycle. [5]
- Q.4(a) Interpret the communication model "AIDA". [2]  
Q.4(b) Illustrate Five "Ms" of advertising in your own word with suitable examples. [3]  
Q.4(c) Describe the objectives and steps of promotion mix in relation with hospitality industry. [5]
- Q.5(a) Write the factors to be considered while designing the hospitality business process. [2]  
Q.5(b) Discuss the significance of Physical Evidence in case of hospitality business. [3]  
Q.5(c) Explain the key role played by people in the hospitality marketing mix. [5]

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