

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

**CLASS: BTECH / BARCH**  
**BRANCH: ALL / ARCH**

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

**SUBJECT: HM322 HOSPITALITY MARKETING**

**TIME: 2 HOURS**

**FULL MARKS: 25**

**INSTRUCTIONS:**

1. The total marks of the questions are 25.
  2. Candidates attempt for all 25 marks.
  3. Before attempting the question paper, be sure that you have got the correct question paper.
  4. The missing data, if any, may be assumed suitably.
  5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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			<b>CO</b>	<b>BL</b>
Q1 (a)	Define hospitality, and hospitality marketing. State the types of markets.	[2]	1	1
Q1 (b)	Distinguish among need, want & demand and analyzing Maslow's theory.	[3]	1	4
Q2 (a)	Which are the major breakthrough marketing concepts and define marketing mix.	[2]	1	2
Q2 (b)	Differentiate between the goods and service along with the characteristics of hospitality industry.	[3]	1	4
Q3 (a)	Differentiate between The Incentive Trip and Trade Show markets.	[2]	1	4
Q3 (b)	What is CRM? Which is the factors influence consumer behaviour?	[3]	1	2
Q4 (a)	What do you mean by market segmentation?	[2]	2	2
Q4 (b)	What are the bases of market segmentation in the hospitality industry?	[3]	2	3
Q5 (a)	Discuss the levels of market segmentation.	[2]	2	2
Q5 (b)	What is STP? Explain the various strategies in STP.	[3]	2	3

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