

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION MO/2023)

CLASS: BTECH/BARCH
BRANCH: ALL

SEMESTER : V
SESSION : MO/2023

SUBJECT: HM322 HOSPITALITY MARKETING

TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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		CO	BL
Q.1(a)	Define the terms "Hospitality" and "Marketing".	[2] 1	1
Q.1(b)	Discuss the Characteristics of Hospitality & Services.	[3] 1	1
Q.2(a)	Explain the benefits of meeting expectations in Hospitality Industry.	[2] 1	2
Q.2(b)	"They (customers) can have any color they want as long as its black". Justify the sentence.	[3] 1	2
Q.3(a)	Define market segmentation and the need in current scenario.	[2] 2	2
Q.3(b)	Expand the word "MASA" and discuss in detail.	[3] 2	2
Q.4(a)	Explain the term "STP" in the hospitality world jargon along with its strategy.	[2] 2	1
Q.4(b)	As a marketer, give your view on USP of any components of Hospitality Industry.	[3] 2	2
Q.5(a)	Write the basic components of Hospitality Product.	[2] 3	2
Q.5(b)	Discuss the important types of Hospitality Product.	[3] 3	2

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