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

CLASS: BHMCT   SEMESTER : V
BRANCH: HMCT   SESSION : MO/2024

SUBJECT: HM307 HOTEL MARKETING

TIME: 3 Hours   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.

			CO	BL
Q.1(a)	Discuss the classification process of various hotels in India.	[5]	1	2
Q.1(b)	Differentiate between services and tangible products based on the special characteristics of hotel industry.	[5]	1	2
Q.2(a)	Describe the types of hotel services and the salesmanship quality of hotel staffs.	[5]	2	2
Q.2(b)	Write the customer expectation of the service and monitoring customer satisfaction.	[5]	2	3
Q.3(a)	Establish the relationship between price and value in context with hotel Industry. Write the various pricing strategies applicable in hotels.	[5]	3	2
Q.3(b)	Discuss about the various promotional tool and emphasis on the most effective tool in the present scenario.	[5]	3	3
Q.4(a)	Write the objective and significance of CRM in Hotel Industry.	[5]	4	2
Q.4(b)	Illustrate the role of CRM in customer satisfaction and retention in a hotel.	[5]	4	2
Q.5(a)	Discuss the significance of technology at the front office and related branches in a five star hotel.	[5]	5	3
Q.5(b)	Define database management, correlate with internet marketing.	[5]	5	3

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