

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION MO/2024)

CLASS: BHMCT
BRANCH: HMCT

SEMESTER :V
SESSION : MO/2024

SUBJECT: HM307 HOTEL 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)	Write the important characteristics of hotel industry.	[2] 1	1
Q.1(b)	Discuss the level of services offered at various luxury hotel in India.	[3] 1	2
Q.2(a)	Expand the words: (a) HRACC, (b) HAI, (c) DOT, (d) PPC	[2] 1	1
Q.2(b)	Discuss the important dimensions of classification of hotels in India.	[3] 1	2
Q.3(a)	What is RATER in hospitality industry?	[2] 1	2
Q.3(b)	Discuss the meaning of service triangle in hotel industry.	[3] 2	2
Q.4(a)	Write the important expectations of a customer from the hotel industry.	[2] 2	2
Q.4(b)	Differentiate between cross-selling & suggestive selling in a hotel.	[3] 2	2
Q.5(a)	Write the various stages of product development.	[2] 2	3
Q.5(b)	Discuss the errors in pricing strategies by the hoteliers.	[3] 3	3

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