

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

**CLASS: BTECH**  
**BRANCH: CSE/ECE/ME**

**SEMESTER : V**  
**SESSION : MO/2024**

**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 market and its various types.	[2] 1	1
Q.1(b)	Draw Maslow's need hierarchy and discuss the stages.	[3] 1	2
Q.2(a)	Write the major term coined in the field of marketing with the time/year.	[2] 1	2
Q.2(b)	Discuss the characteristics of hospitality industry.	[3] 1	2
Q.3(a)	Define CRM in context with hospitality industry.	[2] 1	2
Q.3(b)	Discuss the Value chain linkage in hotel industry	[3] 2	2
Q.4(a)	Define the term "Market Segmentation"?	[2] 2	2
Q.4(b)	Discuss the bases of market segmentation in hotel industry.	[3] 2	3
Q.5(a)	What is PLC?	[2] 2	2
Q.5(b)	Discuss the level of product with suitable examples.	[3] 2	3

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