

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

**CLASS: BHMCT
BRANCH: HMCT**

**SEMESTER : V
SESSION : MO/2025**

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.
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Q.1(a)	Discuss various types of Tourism.	[5] 1	2
Q.1(b)	Explain various types of hotels based on location and level of service.	[5] 1	2
Q.2(a)	Describe various salesmanship qualities essential for hotel staffs.	[5] 2	2
Q.2(b)	Discuss various key techniques for suggestive selling and its benefits.	[5] 2	2
Q.3(a)	Explain the significance of pricing for business and consumers.	[5] 3	2
Q.3(b)	Write about the advantages and disadvantages of Cost based pricing.	[5] 3	1
Q.4(a)	Discuss the significance of CRM.	[5] 4	2
Q.4(b)	Write about the various dimensions of CRM.	[5] 4	1
Q.5(a)	Explain the role and importance of technology in hotel marketing.	[5] 5	2
Q.5(b)	Discuss the benefits of technology used at the front desk and reservation office.	[5] 5	2

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