



Name: ..... Roll No.: .....

Branch: ..... Signature of Invigilator: .....

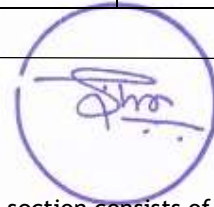
Semester: IVth

Date: 07/05/2022 (MORNING)

Subject with Code: HM322 HOSPITALITY MARKETING

Marks Obtained	Section A (30)	Section B (20)	Total Marks (50)

INSTRUCTION TO CANDIDATE



1. The booklet (question paper cum answer sheet) consists of two sections. First section consists of MCQs of 30 marks. Candidates may mark the correct answer in the space provided / may also write answers in the answer sheet provided. The Second section of question paper consists of subjective questions of 20 marks. The candidates may write the answers for these questions in the answer sheets provided with the question booklet.
2. The booklet will be distributed to the candidates before 05 minutes of the examination. Candidates should write their roll no. in each page of the booklet.
3. Place the Student ID card, Registration Slip and No Dues Clearance (if applicable) on your desk. All the entries on the cover page must be filled at the specified space.
4. Carrying or using of mobile phone / any electronic gadgets (except regular scientific calculator)/chits are strictly prohibited inside the examination hall as it comes under the category of unfair means.
5. No candidate should be allowed to enter the examination hall later than 10 minutes after the commencement of examination. Candidates are not allowed to go out of the examination hall/room during the first 30 minutes and last 10 minutes of the examination.
6. Write on both side of the leaf and use pens with same ink.
7. The medium of examination is English. Answer book written in language other than English is liable to be rejected.
8. All attached sheets such as graph papers, drawing sheets etc. should be properly folded to the size of the answer book and tagged with the answer book by the candidate at least 05 minutes before the end of examination.
9. The door of examination hall will be closed 10 minutes before the end of examination. Do not leave the examination hall until the invigilators instruct you to do so.
10. Always maintain the highest level of integrity. Remember you are a BITian.
11. Candidates need to submit the question paper cum answer sheets before leaving the examination hall.

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

**CLASS: BTECH  
BRANCH: ALL**

**SEMESTER : VI  
SESSION : SP/22**

**SUBJECT: HM 322 Hospitality Marketing (OPEN ELECTIVE PAPER)**

**TIME: 2:00 hours**

**FULL MARKS: 50**

**INSTRUCTIONS:**

1. The missing data, if any, may be assumed suitably.
2. Before attempting the question paper, be sure that you have got the correct question paper.

**Section A (Each question carry 01 mark)**

1. \_\_\_\_\_ is a technique used to construct a graphic representation of how consumers in a market perceive a competing set of products relative to one another.
2. Cost cutting and customer retention may be the advantages of market segmentation for a firm.  
(a) True, (b) False
3. Which of the following is not the way that a market can be segmented?  
(a) Demography, (b) Psychographic, (c) Room type, (d) Social, (e) All of these.
4. Which type of product provided by a marker to enhance the quality of the service with or without additional charges?  
(a) Differentiated Product, (b) Augmented Product, (c) Potential Product, (d) Customized Product.
5. Skimming pricing may be applied in which stage of product life cycle?  
(a) Introduction, (b) Growth, (c) Maturity, (d) Decline stage.
6. Which of the following is not an advantage of requiring employees to wear uniforms?  
(a) Identifies the firm's personnel, (b) Implies a coherent group structure, (c) Provides a physical symbol that embodies the group's ideas and attributes, (d) Provides price expectations to customers.
7. \_\_\_\_\_ is not an element of physical evidence.  
(a) Employee dress, (b) Employee Training, (c) Equipment, (d) Facility design.
8. Write the following in a correct sequence  
(a) Product development, (b) Business Analysis, (c) Market Strategy development, (d) Idea generation, (e) Idea Screening, (f) Commercialization, (g) Market testing, (h) Concept development and testing.
9. In context with promotion strategy, expand the word RIP.
10. In \_\_\_\_\_ applies spending a lot on advertising and consumer promotion to build up consumed demand.
11. AIDA is the best communication model in personal selling. Expand the word AIDA.
12. At \_\_\_\_\_ stage the hospitality firms adopt persuasive tactics to encourage the consumers, to purchase their product over their rivals.
13. In promotion, USP has a significant role to play. Expand the word USP.
14. "Responsible Luxury" is the slogan of which famous hotel chain?

- (a) Oberoi group, (b) Taj Group, (c) ITC hotels, (d) Marriott hotels.
15. Which of the following is not a criterion for effective price discrimination?  
 (a) Different groups of consumers should have similar responses to price. (b) Incremental revenues should exceed incremental costs. (c) Segments should be large enough to be profitable, (d) The segments should be identifiable, and a mechanism must exist to price them differently.
16. Branding of services becomes difficult because they are:  
 (a) Heterogeneous, (b) Intangible., (c) Inseparable, (d) Perishable.
17. In context with Pricing, expand the word R.O.A.M.
18. \_\_\_\_\_ Pricing is where the organisation sets a low price to increase sales and market share.
19. In which year the market concept “Product life cycle” was coined?  
 (a) 1950 (b) 1960 (c) 1970 (d) 1975
20. Service quality is largely determined by customer’s \_\_\_\_\_ .
21. Expand the word CRM.
22. \_\_\_\_\_ is the process of grouping buyers common needs, having in different categories.
23. In this form of \_\_\_\_\_ organisation can become specialised in meeting the select needs of a given market.
24. In market segmentation MASA is very significant. Expand the word MASA.
25. Chocolate in hotel rooms, Airline tickets are of \_\_\_\_\_ type of physical evidence that can be possessed and taken away by the customer.
26. \_\_\_\_\_ enables the company to build recognition and loyalty among clients.  
 (a) Corporate image, (b) Corporate identity, (c) Corporate loyalty, (d) Visual corporate.
27. The \_\_\_\_\_ is a systematic approach to examine the development of competitive advantage.
28. A \_\_\_\_\_ is a set of actual and potential buyers who might transact with a seller.
29. It is very difficult to make each service experience identical refers to \_\_\_\_\_
30. \_\_\_\_\_ has the ability to make tangible the intangible in hospitality industry.

**Section B (Each question carry 02 marks)**

1. Discuss the various factors influencing pricing decision in hospitality industry.
2. Write the important factors to be considered while designing the service process.
3. What is the significance of customer expectations as a key element of hospitality services.
4. Discuss the significance of PR in hospitality business.
5. What are the implications of product life cycle concept?

**Section C (Each question carry 05 marks)**

1. Discuss the application of technology in advertisement and promotion in hospitality industry.
2. What is the significance of “moments of truth” in hospitality industry? Explain.

**.....07/05/2022:.....**