CLASS: BHMCT   SEMESTER :VI
BRANCH: HMCT   SESSION : SP/2023

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 criteria for classification of hotels in India.	[5]	1	1
Q.1(b)	Interpret the unique characteristics of hotel products and services.	[5]	1	2
Q.2(a)	Based on your internship experience suggest the tool and method to monitor customer satisfaction at a hotel.	[5]	2	2
Q.2(b)	Differentiate between internal and external marketing with a suitable example.	[5]	2	2
Q.3(a)	Establish a relationship between price and value highlighting the pricing strategies in a hotel.	[5]	3	3
Q.3(b)	Explain the components of promotion mix and its application in hospitality industry.	[5]	3	4
Q.4(a)	Describe the objectives and significations of CRM in a hotel.	[5]	3	2
Q.4(b)	Analyze the relations between customer retention and business performance based on CRM.	[5]	3	3
Q.5(a)	Highlight the importance of database management in hospitality industry.	[5]	5	4
Q.5(b)	Discuss the various technology advantages in Front office department.	[5]	5	3

::::::26/04/2023::::::M