

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION SP/2023)

CLASS: BHMCT
BRANCH: BHMCT

SEMESTER : VI
SESSION : SP/2023

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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|--------|---|-----|-----|
| Q.1(a) | Distinguish between hotel and Service with their unique characteristics. | [2] | 1 1 |
| Q.1(b) | Illustrate the concept and level of services at various hotels in India. | [3] | 1 2 |
| Q.2(a) | Expand the words: FHRAI, IATO, TAAI, TAAI. | [2] | 1 1 |
| Q.2(b) | Explain the various parameters for classification of hotels in India | [3] | 2 1 |
| Q.3(a) | Write the meaning and dimensions of SERVQUAL. | [2] | 1 1 |
| Q.3(b) | Analyze the service triangle and technology. | [3] | 2 3 |
| Q.4(a) | Interpret the salesmanship quality of hotel staffs. | [2] | 2 2 |
| Q.4(b) | Differentiate between up-selling and suggestive selling with suitable examples. | [3] | 2 2 |
| Q.5(a) | Explain PLC? | [2] | 1 2 |
| Q.5(b) | Discuss the various pricing objectives of a five star hotel. | [3] | 2 1 |

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