CLASS: BHMCT   SEMESTER :VI
BRANCH: HMCT   SESSION : SP/2024

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 nature and scope of hotel service in India.	[5]	1	1
Q.1(b)	Explain the unique characteristics of hotel industry with suitable examples.	[5]	1	1
Q.2(a)	Write the significance and importance of salesmanship quality of a hotel staff.	[5]	2	2
Q.2(b)	Discuss the significance of a Customer expectation of the service and monitoring service quality.	[5]	2	3
Q.3(a)	Analyze the various pricing strategies hoteliers follow highlighting the common error.	[5]	3	4
Q.3(b)	Define promotion mix. Discuss the objectives and types of promotion.	[5]	3	2
Q.4(a)	Discuss the objectives and dimension of CRM apply in hotel marketing.	[5]	4	3
Q.4(b)	Highlight the advantages of role of CRM in Hotels with suitable examples.	[5]	4	3
Q.5(a)	Explain the major advancement of technology at the front office in the hotel.	[5]	5	3
Q.5(b)	"Database management is the key to retain and develop relationship marketing in hotel". Justify the statement.	[5]	5	4

::::::24/04/2024::::::M