

**BACHELOR IN HOTEL MANAGEMENT
(BIHM)**

Term-End Examination

December, 2013

**BHY-030 : HOSPITALITY AND SERVICES
MARKETING**

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. Elaborate on setting price with reference to objectives, determining demand, estimating demand and analysis of competitors cost ? 20

2. Write notes on (any four) : 5x4=20
 - (a) Customer Value
 - (b) Customer Satisfaction
 - (c) Value chain
 - (d) Buying decisions
 - (e) Value delivery network.

3. Discuss the positive and negative impacts of extending discounts and allowances. Cite example to explain. 20

4. What are the initiatives you would undertake to attract guests to a newly opened fine dining restaurant ? 20

5. What is SWOT analysis ? Explain its merits / demerits with examples. 20
 6. What is relationship marketing ? Explain customer profitability and structural ties. 10+10=20
 7. Explain the importance of programme formulation, implementation, feedback and control with reference to business strategy planning. 20
 8. Write notes in detail (**any two**) with reference to buyer behaviour in consumer market : 10x2=20
 - (a) Cultural factors
 - (b) Social factors
 - (c) Psychological factors.
 9. What is a Product and Product Mix ? Elaborate on Product levels, hierarchy and classification of products. 10+10=20
 10. What is Pricing ? Elucidate on various pricing methods with example(s). 10+10=20
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