

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT**

Term-End Examination

December, 2013

MHY-013 : HOSPITALITY MARKETING

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. What are the key differences between manufacturing industry and service industry ? Explain with examples. 20
2. How is hospitality inventory distributed effectively to achieve higher Rev PAR ? 20
3. What are the factors that influence buying decision of a customer when buying a hospitality product ? 20
4. Prepare a Market Communication plan for a new five star hotel opening in Delhi. 20
5. What is the role of E-Distribution in achieving optimum occupancy ? 20

6. Write short notes on : 20
(a) Post purchase evaluation.
(b) MICE travel.
7. (a) What is the importance of relationship marketing ? 10
(b) How can internal marketing be effective ? 10
8. (a) How is intangibility factor influencing customer expectations ? 10
(b) How can we standardize service delivery and ensure consistent customer experience? 10
9. What are the duties and responsibilities of a Marketing Manager of a large hotel ? 20
10. What are the factors that influence customer expectation ? How do we ensure that in every interaction we exceed expectations ? 20
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