

**BACHELOR IN HOTEL MANAGEMENT
(BIHM)**

**Term-End Examination
December, 2012**

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

Time : 3 hours

Maximum Marks : 100

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

1. What are the seven 'P's of services marketing ? 20
Explain and provide examples.
2. What are the factors that influence a buying 20
decisions ?
3. How is intangibility of hospitality product 20
handled ?
4. What are different distribution channels used to 20
maximise room occupancy ?
5. Write notes on : 10x2=20
(a) Market Research
(b) TQM

6. How will you conduct competitive analysis for a hotel ? 20
7. Explain with examples pricing strategies for a stand alone restaurant. 20
8. (a) What is a value chain ? 10
(b) What is value delivery network ? 10
9. (a) What is relationship marketing ? 10
(b) How is it useful for hospitality industry ? 10
10. What is internal marketing ? Give examples from hospitality industry. 20
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