

**BACHELOR IN HOTEL MANAGEMENT (BIHM)**

**Term-End Examination**

00261

**December, 2014**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. What is 'Customer Value' ? Discuss with examples. 10+10=20
  
2. How does the presence of various stakeholders influence the marketing decision of a 5-star hotel ? 20
  
3. Does the concept of 'Customer Profitability' enhance the market value of an organization ? Explain. 20
  
4. Differentiate between attracting and retaining customers in a hospitality based organization. 20
  
5. "In the present financial market of today hospitality organizations have to focus on customer retention." Discuss and explain with suitable examples. 20

6. What is Product Mix ? Why is it considered important in marketing? *10+10=20*
7. Write in detail any *two* of the following : *2 × 10 = 20*
- (a) Promotional Pricing
  - (b) Discriminate Pricing
  - (c) Adaptive Pricing
  - (d) Discount and Allowances
8. How do psychological factors influence buying behaviour ? Discuss with examples. *10+10=20*
9. 'Problem Recognition' is an important tool in revenue generation. Define why, with suitable examples. *10+10=20*
10. How is recording and analyzing the competitors cost beneficial in the long run ? *20*
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