

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

December, 2015

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

Time : 3 hours

Maximum Marks : 100

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

1. Explain the importance of customer value and customer satisfaction in hospitality industry. Substantiate your answer with suitable examples. **20**

2. "Retaining a customer is less expensive than attracting new customers". Comment and substantiate your answer with suitable examples. **20**

3. Define Total Quality Management. How can one implement Total Quality Management in hospitality industry ? **20**

4. Discuss the inter - relationship between business vision, mission and goal. Explain with the help of suitable examples. **20**

5. . Write short notes on **any two** of the following : **10x2=20**
- (a) Relationship Marketing
 - (b) Value Delivery Network
 - (c) Stakeholders
6. Discuss the process of strategic management with the help of suitable examples from the hospitality industry. **20**
7. How does social and cultural factors affect the buying behaviour in consumers ? Explain with the help of examples from the hospitality industry. **20**
8. What do you understand by Product Mix ? What is the difference between product length and depth ? Explain the concepts with suitable examples from the hospitality industry. **20**
9. What do you understand by Pricing ? What are the pricing techniques and methods commonly used in service industry ? **20**
10. Write short notes on **any two** of the following : **10x2=20**
- (a) Product Levels
 - (b) SWOT Analysis
 - (c) Customer Feedback
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