MBA IN INTERNATIONAL HOSPITALITY MANAGEMENT (MBAIHM)

Term-End Examination

December, 2015

MHY-013 : HOSPITALITY MARKETING

Time : 3 hours   *Maximum Marks : 100*

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

1. How are the hotels classified in India ? Do you   **20**
    think the infrastructure of classified hotels is
    adequate for inbound tourism in India ?

2. Explain the value chain linkage in hotel Industry.   **20**

3. Explain the process of market segmentation with   **20**
    the help of example of a newly developed Ecotel
    in Kerala.

4. Explain in detail **(any two)** :   **10x2=20**

    (a)   Relationship Marketing

    (b)   Customer delight approach

    (c)   Personal selling

5. Explain the steps in service delivery of a hotel.   **20**

6. Recently, a number of restaurants have shifted   **20**
    amount of their promotional budget from
    advertising to Public Relations. What are the
    benefits of Public Relations ?

7. Write short notes **(any two)** :   **10x2=20**
    (a) Market research
    (b) Training of Employees
    (c) Blue Printing

8. Considering the current trends in Tourism, what   **20**
    are the factors influencing customer expectation
    in hospitality industry.

9. Highlight on the major issues of hospitality   **20**
    marketing in India.

10. What is TQM in service marketing ? Elaborate   **20**
    the various measures needed for TQM in
    hospitality industry.