

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT (MBAIHM)**

Term-End Examination

December, 2016

MHY-013 : HOSPITALITY MARKETING

Time : 3 hours

Maximum Marks : 100

Note : (i) All questions carry equal marks.

(ii) Attempt any five questions.

1. Discuss marketing with special reference to Hospitality Industry. Explain features of Hospitality Marketing. 20
2. Explain classification of Hotel Industry in India. 20
3. Write notes on : 4x5=20
 - (a) Travel Market
 - (b) Corporate Meeting
 - (c) Convention Market
 - (d) Incentive Markets
4. Differentiate between : 10x2=20
 - (a) Marketing and Selling
 - (b) Marketing of goods and services

5. Discuss the steps in service delivery and level of customer involvement. 20
6. Explain the 7 P's of Marketing Mix in Service Marketing. 20
7. Enumerate : 10x2=20
- (a) Customer expectations
 - (b) Post purchase evaluation
8. Discuss suitable marketing strategies for hospitality market research. Explain by giving examples. 20
9. Explain methods and factors influencing pricing policy for various products. 20
10. Explain any two : 10x2=20
- (a) TQM in service marketing
 - (b) Development of International Marketing Strategy
 - (c) Product Positioning
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