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MHY-013

**M. B. A. in International Hospitality
Management (MBA-IHM)
Term-End Examination
December, 2018**

MHY-013 : HOSPITALITY MARKETING

Time : 3 Hours

Maximum Marks : 100

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

1. Explain the meaning, nature and scope of marketing. 20
2. Discuss the features of Hospitality Marketing. What are the customer's expectations from Hospitality services ? 20
3. Explain market segmentation in relation to Hospitality Industry with examples. 20
4. What are the different types of services ? Write about marketing mix in services marketing. 20
5. Explain the various steps in service delivery and the level of customer involvement in service delivery process. 20

(A-1) P. T. O.

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6. Write notes on any *two* of the following :10 each
 - (a) Factors influencing pricing policy
 - (b) Promotion advertising
 - (c) Sales promotion
7. Discuss the factors influencing customer expectations and perceptions of service. 20
8. Explain the marketing strategies for hotel industry. 20
9. Write a note on Hospitality Marketing in context to Indian scenario. 20
10. Explain any *two* of the following : 10 each
 - (a) Product positioning
 - (b) Market research
 - (c) Travel distribution systems