

00254

**BACHELOR IN HOTEL MANAGEMENT  
(BIHM)**

**Term-End Examination**

**June, 2014**

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

*Time : 3 hours*

*Maximum Marks : 100*

*Note : (i) Attempt any five questions.*

*(ii) All questions carry equal marks.*

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1. Define customer value. Illustrate the typology of customer value in hospitality industry. 20
  2. What do you understand by relationship marketing ? Explain with examples the importance of relationship marketing in Hospitality Business. 20
  3. Write short notes on any two : 2x10=20
    - (a) Customer Retention
    - (b) Customer value
    - (c) Total quality management
  4. What is SWOT analysis ? Explain with the help of example the role of SWOT analysis in Hospitality Business. 20
  5. What is meant by Business Strategy ? Discuss strategy formulation in context to Hospitality business. 20

6. Write short notes on **any two** : 2x10=20  
(a) Discriminative Pricing  
(b) Buyer Behaviour  
(c) Problem Recognition
7. Define pricing. Explain with the help of examples the pricing strategies commonly used in the hospitality business. 20
8. Define product. Explain the concept of Product Mix with the help of suitable examples from Hospitality Business. 20
9. Explain the seven 'P's of service marketing. 20
10. Write short notes on **any two** : 2x10=20  
(a) TQM  
(b) Value Chain  
(c) Problem Recognition in Buyer
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