

**MBA IN INTERNATIONAL HOSPITALITY  
MANAGEMENT**

00493

**Term-End Examination**

**June, 2014**

**MHY-013 : HOSPITALITY MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. How can service blue printing help in ensuring that critical touch points are handled well ? 20
2. (a) What is T.Q.M ? 10+10  
(b) What are the quality tools available to hotel industry ?
3. (a) What is C.R.M ? 10+10  
(b) How can CRM be applied for a hotel ?
4. What is market research ? How can market research finding be used for taking management decisions ? 10+10
5. What are the 7 'ps' of services marketing ? Explain with examples. 20

6. How can On-line distribution of room inventory be made effective ? 20
7. How can market communication manage customer expectations ? Answer with examples from hospitality industry. 20
8. How is hospitality marketing different from goods marketing ? 20
9. Write short notes on : 10+10  
(a) Corporate meeting  
(b) Incentive markets
10. What is post purchase evaluation ? How can customer feedback ensure product improvements ? 10+10
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