

00400

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT**

Term-End Examination

June, 2016

MHY-013 : HOSPITALITY MARKETING

Time : 3 hours

Maximum Marks : 100

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

1. Explain the meaning and scope of hospitality marketing. 20
2. In the wake of the increasing number of inbound Chinese tourists, highlight on their expectation from the hospitality services in India. 20
3. Identify the important target markets of India. What are the different strategies used by the government for these markets ? 20
4. How would you develop a marketing plan with special focus on market segmentation for MICE Tourism in New Delhi ? 20
5. What are the factors influencing pricing policy in hospitality industry ? 20

6. Write a detail note on (any 2) : 10x2=20
- (a) Public relations for promotion
 - (b) Relationship marketing
 - (c) Market research
7. Why is it important to study behaviour of customer in hospitality industry ? 20
8. What are the steps taken for post purchase evaluation ? 20
9. What roles do product attributes and perception attributes play in the positioning of product ? 20
10. Write a detail note on (any 2) : 10x2=20
- (a) TQM
 - (b) GDS in distribution system
 - (c) International marketing strategy
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