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

Term-End Examination

June, 2017

MHY-013 : HOSPITALITY MARKETING

Time : 3 hours

Maximum Marks : 100

Note : (i) All questions carry equal marks.

(ii) Attempt any five questions.

1. What is service blueprinting ? Explain its role in service recovery. 20
2. Explain various features of Hospitality Marketing. 20
3. Discuss market segmentation in relation to Hospitality Industry. 20
4. Write notes on any two : 10x2=20
 - (a) Value chain linkage in hotel industry
 - (b) Changing role of hotel marketing
 - (c) Customer expectations from hospitality services
5. Explain various factors influencing customer expectations and perceptions in service industry. 20
6. What are the various products to be marketed in hotel industry ? Explain sales promotion in relation to any two of the products. 20

7. Explain any two : 10x2=20
- (a) Types of service expectation
 - (b) Public relations in hotel industry
 - (c) Steps in service delivery
8. Discuss Hospitality marketing in relation to Indian Scenario. 20
9. Differentiate between : 10x2=20
- (a) Marketing and Selling
 - (b) Commercial and Resort hotels
10. Discuss marketing strategies used in the hospitality sector. 20
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