

00364

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

June, 2018

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

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. What are the Psychological factors which influence the buyer behaviour in the Consumer market of modern hospitality Industry ? 20
2. Give examples of Resources required for marketing of an QSR (Quick Service Restaurant) in 500 words. 20
3. How does analysis of demand help in setting the price for a hospitality product ? Discuss with examples. 20
4. What is TQM ? How is TQM used to retain customers ? 20
5. 'Buying behaviour affects the consumer market'. How can effective marketing of services impact the outcome ? Explain with examples. 20

6. Differentiate between the different marketing strategies for a group with chain of restaurants and a stand alone restaurant. 20
 7. 'QSR are big brands today'. Is the notion true or false ? Justify in 500 words. 20
 8. What is Relationship marketing ? How does it promote business of a hotel ? 20
 9. Why is Customer Profitability a yardstick for success ? Explain your reasons with examples. 20
 10. Design your own effective, product specific advertisement campaigns and execute your own pricing strategy for a Quick Service Restaurant. 20
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