

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

Term-End Examination

June, 2018

MHY-013 : HOSPITALITY MARKETING

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. Discuss in detail features of Hospitality Marketing. 20
2. Differentiate between marketing and selling. 20
Explain the changing role of Hotel Marketing.
3. What is market segmentation ? Discuss market 20
segments in context of Hospitality Industry.
4. List factors influencing pricing policy. Explain 20
with examples from hotel industry.
5. Write notes on (any two) : 10x2=20
(a) Relationship Marketing
(b) Promotion Advertising
(c) Service Pricing Policy
6. Discuss the process of service delivery along with 20
the role of employees in it.

7. How is an International Marketing Strategy developed for recreation and health products ? Explain with examples. 20
8. Explain in brief : 10x2=20
(a) Customer expectation
(b) Post purchase evaluation
9. What is the role of Market Research in managing the marketing mix ? 20
10. Discuss in detail role of Technology in distribution system. Give examples. 20
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