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BHY-030

**BACHELOR IN HOTEL MANAGEMENT  
(BIHM)**

**Term-End Examination  
June, 2019**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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

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1. Discuss the processes to be followed to ensure customer satisfaction in a restaurant. Explain with relevant examples. 20
2. Define Relationship Marketing. Discuss the techniques which are useful for attracting and retaining customers in hospitality industry. 20

3. What is buying behaviour ? Discuss the factors influencing customer's buying behaviour for various hospitality products. 20
4. How does the presence of various stakeholders influence the marketing decision of a 5-Star hotel ? 20
5. What is Product Mix ? Why is it considered important in marketing ? 20
6. 'Problem Recognition' is an important tool in revenue generation. Explain why with suitable examples. 20
7. Write short notes on any *two* of the following :  
10×2=20
- (a) Strategic formulation
  - (b) Goal formulation
  - (c) Feedback and Control
8. Write in detail on any *two* of the following :  
10×2=20
- (a) Promotional Pricing
  - (b) Discriminate Pricing
  - (c) Adaptive Pricing

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9. Define Total Quality Management. How can one implement Total Quality Management in Hospitality Industry ? 20
10. What do you understand by pricing ? What are the pricing techniques and methods commonly used in service industry ? 20