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MHY-013

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

Term-End Examination, 2019

MHY-013 : HOSPITALITY MARKETING

Time : 3 Hours]

[Maximum Marks : 100

Note : Attempt **five** questions in all. **All** questions carry **equal** marks.

1. Write a note on Hotel marketing and its changing role. [20]
2. Explain classification of hotel industry. [20]
3. What are the features of Hospitality Marketing ? Discuss customer's expectations from Hospitality services. [20]
4. Explain in brief : [4x5=20]
 - (a) Travel market
 - (b) Corporate meeting
 - (c) Incentive market
 - (d) Convention market

5. Discuss the 7 P's of Marketing Mix in services marketing mix in services marketing. [20]
6. Explain the process of service delivery. What is the role of employees in service delivery ? [20]
7. Write an essay on consumer behaviour in hotel industry. [20]
8. Discuss the approaches and methods of service pricing. [20]
9. Explain TQM in service marketing. [20]
10. Write a note on **any two** : [2×10=20]
 - (a) Post purchase evaluation
 - (b) Customer delight approach
 - (c) Product positioning

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