

00108

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

Term-End Examination

June, 2015

MHY-013 : HOSPITALITY MARKETING

Time : 3 hours

Maximum Marks : 100

*Note : Attempt **any five** questions in about **600** words each.
All questions carry equal marks.*

1. Discuss the nature and scope of marketing. What is the role of marketing in hotel industry? **20**
2. What is the difference between marketing and selling? Which is a better way to meet the customer expectation in the hospitality industry? **20**
3. "Right promotion mix is just as important as product mix". Comment. Substantiate your answer with suitable examples. **20**
4. Explain the process and steps in service delivery with the help of suitable examples from hospitality industry. **20**
5. Write short notes on **any two** of the following : **10x2=20**
 - (a) Internal Marketing.
 - (b) Incentive Markets.
 - (c) Classification of Hotel Industry.

6. What do you understand by customer expectation ? What are the factors that influence customer expectation in the hospitality industry ? 20
 7. What is meant by Product Positioning ? Does market research influence the product positioning ? Explain with the help of suitable examples from the hospitality sector. 20
 8. What are the different types of services ? How is the marketing mix of service industry different from goods industry ? 20
 9. How do we develop a new service ? Explain the process with help of examples from hospitality industry. 20
 10. Write short notes on **any two** of the following :
 - (a) Pricing Policy in Service. 10x2=20
 - (b) TQM in Service Marketing.
 - (c) Marketing strategies for hotel industry.
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