

00540

**BACHELOR DEGREE IN HOTEL
MANAGEMENT**

Term-End Examination

December, 2011

BHY-030 : HOSPITALITY SERVICE MARKETING

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) *Attempt five questions in all.*
(ii) *All questions carry equal marks.*
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1. Define customer value. Illustrate the typology of customer value in hospitality industry.
2. Write a descriptive note on :
 - (a) Value delivery network
 - (b) Value chain
3. Define total quality management. How total quality management is implemented in hospitality industry ?
4. Write a note on : (*any two*)
 - (a) Customer Profitability
 - (b) Retaining customer
 - (c) Economic aspect of allied hospitality services

5. Define strategy. Illustrate the procedure for strategy formulation and implementation in hospitality industry.
 6. Take an example form the Indian hospitality industry and conduct SWOT Analysis.
 7. What is buying behavior ? Discuss the factors affecting on buying behavior in hospitality marketing.
 8. Write a note on :
 - (a) Product classification
 - (b) Buying role
 9. Define pricing. How would you determine pricing objectives and strategies of hospitality services ?
 10. Write a note on : (*any two*)
 - (a) Adopting pricing
 - (b) Prices and offers
 - (c) Seven 'P's of marketing
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