

MBA IN HOSPITALITY MANAGEMENT

Term-End Examination

December, 2011

MHY-013 : HOSPITALITY MARKETING

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. Each question carries equal marks.

1. Define "Hospitality Marketing". Explain in detail the different facades of customer expectation from Hospitality Sector. 20
2. Classify Hotel Industry. What do you mean by value chain linkage in hotel industry ? 20
3. Write in detail : 10x2=20
 - (a) Travel Markets
 - (b) Corporate Meetings
4. Explain in detail the role of "Organization customer segment" in Hospitality marketing. 20
5. How you differentiate "goods" and "services" ? 20

Write in detail about their marketing strategies.

6. Explain in detail (*any two*) : 10x2=20
- (a) Customer Expectation
 - (b) Post Purchase Evaluation
 - (c) Service Expectation
7. In Hospitality industry, the role of employees is very important. Discuss. 20
8. What are the different factors that influences customer expectations and perceptions of service ? 20
9. Write short notes on : 5x4=20
- (a) Customer Delight Approach
 - (b) TQM
 - (c) Product Positioning
 - (d) Global Distribution System (GDS)
10. Define Market Research. Write in detail about different steps followed in Market research for hotel industry. 20
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