

**MBA IN INTERNATIONAL HOSPITALITY  
MANAGEMENT**

**Term-End Examination**

**December, 2012**

00657

**MHY-013 : HOSPITALITY MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. What are the different features of Hospitality Marketing ? Explain in detail with examples. 20
2. How have the expectations of the consumer changed about the Hospitality Services from the early 70s till the present time ? Cite with examples and discuss. 10x2=20
3. Explain in detail (*any two*) 10x2=20
  - (a) Incentive Marketing
  - (b) Use of Internet as a Marketing tool
  - (c) Marketing strategies for MICE in India.
4. As a Marketing Manager of a luxury hotel how would you market your recreation and health services ? Discuss. 20

5. Write a detailed note on (*any two*) 10x2=20
- (a) Product Life Cycle.
  - (b) Different steps in service delivery.
  - (c) Relationship Marketing.
6. Why is product positioning a critical task in Hospitality marketing ? Elaborate with examples. 20
7. Which travel distribution systems are used world wide ? How they are important for e-commerce in India ? 10x2=20
8. Define TQM ? Explain the different facets from Hospitality Industry. 20
9. How will the present economic budget policies of Government of India effect the Hotel Tourism Industry In India ? 20
10. Elaborate how would the promotional and advertising activity of a Quick Service Restaurant (QSR) be different from a Fine dining restaurant ? 20
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