

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

Term-End Examination

00251

December, 2014

MHY-013 : HOSPITALITY MARKETING

Time : 3 hours

Maximum Marks : 100

Note : Answer any *five* questions. All questions carry equal marks.

1. Define marketing. Discuss the present hospitality marketing trends in global context. 20
2. Write a note on the classification of Hotel Industry and the marketing plan based on hotel classification. 20
3. "Internal marketing is more important than external marketing in the Service Industry." Comment. Substantiate your answer with suitable examples. 20
4. What do you understand by market segmentation ? What is the need and importance of market segmentation ? Explain with the help of suitable examples. 20

5. Write short notes on any **two** of the following : $2 \times 10 = 20$
- (a) Relationship marketing
 - (b) Difference between marketing and selling
 - (c) Types of services
6. Explain the process of understanding and meeting customer expectation with the help of suitable examples from the hospitality industry. 20
7. Write a note on TQM in the service marketing. 20
8. (a) What do you understand by Pricing Policy ?
What are the factors influencing pricing policy in the hospitality industry ? 10
- (b) Discuss the approaches and methods used in the pricing policy of hospitality industry. 10
9. Discuss the process of developing new services for consumers of hospitality industry, with suitable examples. 20
10. Write short notes on any **two** of the following : $2 \times 10 = 20$
- (a) Travel distribution system
 - (b) Convention market
 - (c) Product positioning
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