

**BACHELOR IN HOTEL MANAGEMENT (BIHM)**

00295

**Term-End Examination**

**December, 2016**

**BHY-030 : HOSPITALITY AND SERVICES  
MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

- Note :*
- (i) Attempt any five questions.*
  - (ii) All questions carry equal marks.*
- 
- 

1. What do you understand by customer value ? 20  
Discuss the importance of customer satisfaction in Hospitality industry.
2. How do hotels attract customers ? Discuss the 20  
need of customer retention in hospitality business.
3. What is relationship marketing ? Discuss the 20  
importance of relationship marketing and strategies adopted by five star hotels for developing the same.
4. Write short notes on **any two** of the following :  
(a) Value chain 10x2=20  
(b) Customer Profitability  
(c) Total Quality Management
5. What do you understand by SWOT analysis ? 20  
Discuss how SWOT analysis done in starting a hospitality business.

6. What is buying behaviour ? Explain various factors influencing customer's buying behaviour of hospitality products. 20
7. Elaborate the various methods of pricing a hospitality product. 20
8. Write notes on the following : 10x2=20  
(a) Determining Demand for Hospitality products.  
(b) Analysing competitors cost structure.
9. What are the different distribution channels used to maximise room occupancy ? 20
10. What is internal marketing ? Give examples from hospitality industry. 20
-