

00313 **BACHELOR IN HOTEL MANAGEMENT (BIHM)**
Term-End Examination
December, 2017

**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. How would you include the following (any two) in defining customer value and satisfaction : $2 \times 10 = 20$
 - (a) Stake holders
 - (b) Value Chain process
 - (c) Value delivery network
2. Give examples of different strategies to be formulated for marketing of an Indian Mughlai Restaurant. (In 500 words) 20
3. What is meant by 'Product Mix' ? Why is it considered important in marketing of hospitality Industry ? $10 \times 2 = 20$
4. What are the Social factors that influence the buyer behaviour in the consumer market of hotels ? 20

5. Explain with examples the different marketing processes used in defining value and satisfaction in relation to a five star hotel. 20
 6. How does analysis of competitors cost help in setting the price for a hospitality product? Discuss with explains. 20
 7. Why is customer retention important in the hospitality industry? Discuss with examples. 20
 8. Why is Relationship marketing necessary for the modern hospitality industry? 20
 9. Design your own effective, product specific advertisement campaign and execute your own pricing strategy for a speciality five dining restaurant. 20
 10. What is customer profitability? Explain in detail. 20
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