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

Term-End Examination

December, 2017

MHY-013 : HOSPITALITY MARKETING

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. Discuss the changing role of Hotel Marketing. Explain the same with relevant examples. 20
2. Explain briefly customer expectations from Hospitality Services. Discuss value chain linkage in hotel industry. 20
3. What is marketing ? Differentiate between marketing and selling with examples from Hospitality Sector. 20
4. How does the study of customer behaviour help in improving marketing plan ? 20
5. Explain 7 P's of Marketing Mix in services marketing. 20
6. Discuss the factors influencing customer expectations and perceptions of service. 20

7. Write notes (on any two) : **10x2=20**
(a) Blue printing and mapping the service system
(b) Product Positioning
(c) Customer Delight Approach
8. Discuss the process of service delivery along with the role of employees in it. **20**
9. Explain the role of TQM in service marketing. **20**
10. Write short notes on : **10x2=20**
(a) Incentive markets
(b) Convention market
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