

**BACHELOR DEGREE IN HOTEL
MANAGEMENT**

Term-End Examination

June, 2012

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

Time : 3 hours

Maximum Marks : 100

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

1. Explain the importance of CRM in hospitality marketing. 20
2. What are the tools of Total Quality Management ? 20
3. What are the factors influencing buying decision of a hospitality product ? 20
4. (a) What is SWOT analysis ? 10
(b) How is SWOT used to take management decisions ? 10
5. How is hospitality product distributed effectively ? 20

6. (a) Explain the importance of retaining a customer. 10
- (b) What are the strategies used to retain a customer? 10
7. (a) What is customer value? 10
- (b) What are the ways of enhancing the value? 10
8. (a) What is Total Quality Management? 10
- (b) How can TQM be implemented in the hospitality industry? 10
9. Explain strategic management process with examples from hospitality industry. 20
10. What are different methods of pricing a hospitality product? 20
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