

**MBA IN HOSPITALITY MANAGEMENT**

**Term-End Examination**

**June, 2012**

**MHY-013 : HOSPITALITY MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt any five questions. Each question carries equal marks.*

---

---

1. Explain meaning, nature and scope of marketing. Briefly explain difference between marketing and selling. 20
  
2. Discuss : 10x2=20
  - (a) Hospitality marketing.
  - (b) Classification of hotel industry.
  
3. Explain the role of Market segmentation in marketing of hospitality. Discuss "Travel Market" as one of the segment of hospitality industry. 20
  
4. Discuss in detail : 10x2=20
  - (a) Convention market
  - (b) Incentive market

5. Explain the pricing policy for service provided to customers. Write in detail about different approaches, methods and factors that influence pricing policy. 20
  6. Explain 7Ps of marketing in term of marketing mix in Service industry. 20
  7. Explain why consumer behaviour fluctuates before purchasing goods and service ? Explain "Post Purchase Evaluation" by consumer. 20
  8. In present era competition pivotal point shifted from new product and service to "Customer expectation". Discuss. 20
  9. Explain TQM in service marketing. Discuss its measure and feature application as per hospitality industry. 20
  10. Write in detail : 10x2=20
    - (a) Market Research
    - (b) Product Positioning
-