

**BACHELOR IN HOTEL MANAGEMENT
(BIHM)**

Term-End Examination

June, 2013

**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. Define customer value and elaborate on customer satisfaction. 20
2. Describe the techniques which are useful for attracting and retaining customers. 20
3. Write short notes on : 10+10=20
 - (a) Relationship Marketing
 - (b) Customer profitability
4. Explain the concept of TQM. Cite examples in detail. 20
5. Explain in detail the difference between business vision and mission. 20

6. Write short notes on : 5x4=20
- (a) SWOT analysis
 - (b) Goal formulation
 - (c) Strategy formulation
 - (d) Programme formulation
7. Describe in detail the factors which affect buyer behaviour. 20
8. Explain the terms : 5x4=20
- (a) Product
 - (b) Product Mix
 - (c) Product Levels
 - (d) Product Classification
9. Explain in detail various aspects to be considered on setting of price of any product or service. 20
10. Write short notes on : 5x4=20
- (a) Promotional pricing
 - (b) Discriminative pricing
 - (c) Discounts and allowances
 - (d) Adaptive pricing
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