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**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT**

Term-End Examination

June, 2013

MHY-013 : HOSPITALITY MARKETING

Time : 3 hours

Maximum Marks : 100

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

1. How would you differentiate between "Marketing" and "Selling" ? Elaborate in detail with examples. 20

2. How has the role of Hotel Marketing changed from the early 70's till the present time ? Cite examples from both public and private sector. 20

3. Explain in detail (*any two*) : 10x2=20
 - (a) Convention Market Segment
 - (b) Corporate meeting Market Segment
 - (c) Travel Market Segment

4. As a Marketing Manager of a five star category hotel how would you market your food and beverage services ? Discuss. 20

5. Will the service pricing policy of a budget hotel be different from a Luxury hotel ? Elaborate with examples. 20
 6. Define Relationship Marketing. Write in detail different aspects to be considered for Indian Hotel Industry. 20
 7. What are the present economic issues or barriers facing Indian Hospitality Industry ? Cite with examples the future prospects for Hotels. 20
 8. Define TQM. Explain with special reference to Hospitality Industry. 20
 9. What do you mean by customer delight approach in marketing ? Write in detail about this marketing strategy. 10x2=20
 10. Elaborate why is selection and training of employees considered important ? Cite with examples. 20
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