

**BACHELOR IN HOTEL MANAGEMENT (BIHM)**

**Term-End Examination**

**June, 2016**

**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. "Customer satisfaction is the most important part of service industry." Comment and substantiate your answer with suitable examples. **20**
2. What do you understand by Total Quality Management? Explain with the help of examples from hospitality industry. **20**
3. Define Relationship Marketing. Discuss the techniques which are useful for attracting and retaining customers in hospitality industry. **20**
4. Critically examine the process of strategy formulation and management in the hospitality industry. Substantiate your answer with the help of suitable examples. **20**

5. Write short notes on **any two** of the following : **10x2=20**
- (a) Feedback and Control
  - (b) Customer Value
  - (c) Business Goals
6. What are the factors that affect buying behaviour in the hospitality industry ? **20**
7. How are products classified ? What are the levels of products ? Explain with the help of examples from the service industry. **20**
8. What is the difference between cost and price ? What are the factors affecting pricing in the service industry ? **20**
9. Which distribution channel used in hospitality for effectively distributing the hospitality product ? Explain with suitable examples. **20**
10. Write short notes on **any two** of the following : **10x2=20**
- (a) Promotional Pricing
  - (b) Product Mix
  - (c) SWOT Analysis
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