

BACHELOR IN HOTEL MANAGEMENT (BIHM)

00468

Term-End Examination

June, 2015

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

Time : 3 hours

Maximum Marks : 100

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

1. What is customer satisfaction ? Discuss with examples. **10+10=20**

2. How does the presence of various stakeholders influence the marketing decision of quick service restaurants ? **20**

3. Differentiate between vision and mission of a hospitality based organisation. Are they customer oriented or not ? **15+5=20**

4. Why is Relationship Management key for hospitality Industry ? Discuss with examples. **10+10=20**

5. What is SWOT analysis ? Why is it considered important in marketing ? **15+5=20**

6. Write detailed note on **any two** : **10x2=20**
- (a) Promotional pricing
 - (b) Discriminate pricing
 - (c) Adoptive pricing
 - (d) Discount and allowance
7. How does culture influence the buying decision ? **20**
Discuss with examples.
8. What is 'GOAL Formulation' ? Discuss in context to 5 star hotels. **10+10=20**
9. "Implementation / Feedback and control as a business strategy is very important". Comment as true or false, giving reasons for your answer. **20**
10. How would you use programme formatting/planning as a business strategy in order to retain customers in a five star hotel ? **20**
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