

BACHELOR OF SCIENCE (HOSPITALITY & HOTEL ADMINISTRATION) (CBCS-2016 COURSE)

B.Sc. (H. & H.A.) Sem - VI :SUMMER : 2023

SUBJECT : HOSPITALITY MARKETING

Day : Monday

Time : 02:00 PM-04:30 PM

Date : 22-05-2023

S-15306-2023

Max. Marks : 60

N.B.:

- 1) All Questions are **COMPULSORY**.
- 2) Answers to questions in Section I & II to be written in the **SAME** answer booklet.

SECTION - I

Q.1) Classify the following factors influencing consumer behavior into one of the following categories of i) Social ii) Cultural iii) Psychological iv) Personal

(For example: Groups – Social) (1 Mark X 6 = 6)

- a) Economic Circumstances
- b) Perception
- c) Culture
- d) Social Class
- e) Motivation
- f) Family

Q.2) Attempt any TWO of the following: (6 Marks X 2 = 12)

- a) Classify advertising media. Discuss any three objectives of Advertising.
- b) Define Product. Discuss the various levels of a product.
- c) Discuss any two of the following intermediaries used in the hospitality industry:
 - i) Tour Operator
 - ii) Internet
 - iii) Consortia

Q.3) Attempt any TWO of the following: (6 Marks X 2 = 12)

- a) Explain the following characteristics of services with suitable example:
 - i) Intangibility
 - ii) Inseparability
- b) List the stages of PLC and discuss the marketing strategies adopted at the various stages of PLC.
- c) Draw a table of Customer Profitability Analysis and discuss how an unprofitable customer can be turned into a profitable customer.

SECTION – II

Q.4) State True or False ANY SIX (1 Mark X 6 = 6)

- a) Selling begins with a target market.
- b) Marketing is customer oriented.
- c) In marketing, customer decides the price and price determines the cost.
- d) Selling uses aggressive selling and promotion techniques.

P.T.O.

- e) Marketing does not use integrated marketing approach.
- f) Selling takes an outside in perspective.
- g) In Selling, profits are produced through customer satisfaction.

Q.5) Attempt any TWO of the following: (6 Marks X 2 = 12)

- a) Discuss any four tools of Public Relations used in the hospitality industry.
- b) Discuss the pricing of functions in a hotel.
- c) Explain any six bases of market segmentation.

Q.6) Attempt any TWO of the following: (6 Marks X 2 = 12)

- a) Services have witnessed a phenomenal growth in recent years. Discuss.
- b) Discuss the concept of Alliances and Franchising in distributing hospitality products.
- c) Discuss any three factors influencing price.

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