

BACHELOR OF HOTEL MANAGEMENT & CATERING TECHNOLOGY (CBCS-2018 COURSE)

B.H.M.C.T. Sem-VI :SUMMER : 2023

SUBJECT : HOSPITALITY MARKETING

Day : Monday

Time : 02:00 PM-04:30 PM

Date : 22-05-2023

S-19974-2023

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) Match the factors influencing price with resulting effect on price: (1 Marks X 6 = 6)

	A		B
i)	Prestige	a)	Highly sensitive to competitor pricing
ii)	Pure competition	b)	Flexible
iii)	Market share leadership	c)	High Price
iv)	Monopolistic competition	d)	Range of prices
v)	Perishability	e)	Low price
vi)	Oligopolistic competition	f)	Single price

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

- a) Define Advertising. State any three characteristics of Advertising.
- b) Briefly discuss the steps involved in New Product Development.
- c) Discuss the role of following intermediaries in the hospitality industry:
 - i) Travel Agent
 - ii) Internet

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

- a) Explain any three characteristics of services with suitable examples.
- b) Write the stages of PLC and discuss the marketing strategies adopted at the various stages of PLC.
- c) What is Customer Delivered Value? How can it be maximised?

SECTION – II

Q.4) Choose the correct answer: (1 Mark X 6 = 6)

- a) Buyer's Black Box consists of :
- i) Economic factors
 - ii) Social factors
 - iii) Technological factors
 - iv) Buyer characteristics
- b) A change in an individual's behavior prompted by information and experience refers to which factor affecting consumer behavior?
- i) Learning
 - ii) Role and status
 - iii) Perception
 - iv) Motivation
- c) The factors such as family, groups and role that influences buyer's decisions refer to which one of the following buyer characteristic?
- i) Social
 - ii) Personal
 - iii) Cultural
 - iv) Behavioral
- d) The Buyer Purchase Decision process consists of five stages. Which of the following is not one of these stages?
- i) Evaluation of alternatives
 - ii) Variety seeking buying behavior
 - iii) Information search
 - iv) Post purchase behavior
- e) A person's _____ consists of all the groups that have a direct or indirect influence on his /her attitude or behavior.
- i) culture
 - ii) reference group
 - iii) psychographic
 - iv) family
- f) Occupation is a _____ factor influencing consumer behavior.
- i) Cultural
 - ii) Social
 - iii) Personal
 - iv) Psychological

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

- a) Define Sales Promotion. Explain any four tools of Sales Promotion
- b) Discuss any two pricing methods adopted for pricing food and beverage items.
- c) State three reasons for market segmentation and briefly explain geographical bases of market segmentation.

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

- a) List any six points of differentiation between Goods and Services.
 - b) Discuss the following core concepts of marketing:
 - i) Need , Want, Demand
 - ii) Exchange, Transaction and Relationships
 - c) Discuss the factors to be taken into consideration when making location decisions.
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