

P-808

Total Pages : 3

Roll No.

BHM-604T

Hospitality Marketing

Bachelor of Hotel Management (BHM)

6th Semester Examination, 2023 (June)

Time : 2 Hours]

[Max. Marks : 35

Note : This paper is of Thirty Five (35) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answer to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

SECTION–A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long answer type questions of Nine and Half (9½) marks each. Learners are required to answer any Two (02) questions only.

(2×9½=19)

1. What are the characteristics of Hospitality product ? Explain.

P-808 / BHM-604T

[P.T.O.

2. What is "Product Life Cycle" ? Discuss the stages in detail.
3. Write a note on Marketing information and communication system.
4. Write a note on consumer behaviour.
5. Write a note on Hospitality services pricing.

SECTION-B

(Short Answer Type Questions)

Note : Section 'B' contains Eight (08) short answer type questions of Four (04) marks each. Learners are required to answer any Four (04) questions only. (4×4=16)

1. Write short note on Product classification.
2. Write short note on advantages of marketing information system.
3. What is the difference between products and services ?
4. Explain public relation in brief.
5. What is Marketing ? Give any two definitions of marketing.

6. What is direct marketing ? Explain.
 7. Write a note on social media marketing.
 8. Write short note on sales promotion.
-

