

**S-917**

Total Pages : 3

Roll No. ....

## **HM-303**

### **Introduction to Marketing**

Master of Hotel Management (MHM)

3rd Semester Examination, 2022 (Dec.)

**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.

### **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. Explain the meaning, characteristics and objectives of Marketing.

2. Discuss the meaning, benefits and various methods of Market Segmentation.
3. Write a detailed note on Product Life Cycle (PLC) with the suitable examples from any hotel chain or property.
4. Discuss the meaning and objectives of product pricing. What are the different methods of product pricing?
5. Describe the meaning and advantages of product positioning. Write your answer with suitable examples from Hospitality industry.

## **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 a detailed note on Marketing Mix. Give your answer with suitable examples from Hospitality industry.
2. Write a note on different Marketing Philosophies. Why is it important to know the philosophy of marketing?
3. Differentiate between following :
  - (a) Selling and marketing.
  - (b) Market and marketing.

4. Discuss the meaning and various methods of forecasting.
  5. Explain the factors influencing consumer's buying behaviour.
  6. Discuss the meaning and purposes of branding.
  7. Discuss the meaning and benefits of sales promotion.
  8. Describe the meaning and role of distribution channels in business.
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