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Roll No. :

BHM-604T

Hospitality Marketing

Bachelor of Hotel Management (BHM-17)

6th Semester Examination June 2022

Time : 2 Hours

Max. Marks : 40

Note : This Paper is of forty (40) marks divided into two (02) Section 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 Ten (10) marks each. Learners are required to answer any Two (02) questions only.

(2 x 10 = 20)

- Q.1. Discuss the "Evolution of Marketing" in detail with examples.
- Q.2. Characteristics of services of tourism & hospitality.
- Q.3. What is "Product Life Cycle"?

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- Q.4. Discuss Room Pricing techniques used in hotel operations.
- Q.5. What is understood by Marketing Communications Mix? Explain in detail.

Section-B

(Short Answer-type questions)

Note: Section 'B' contains Eight (08) Short-answer type questions of Five (05) marks each. Learners are required to answer any Four (04) questions.

(4 x 5 = 20)

- Q.1. Write short note on Social media marketing. Give four example.
- Q.2. Write short note on Marketing environment.
- Q.3. What is the difference between product and services.
- Q.4. Explain Needs, Wants and Demands.
- Q.5. What is Direct Marketing? Discuss its advantages.
- Q.6. Write a note on significance of marketing environment.
- Q.7. Discuss any four Ps of marketing.
- Q.8. Write short note on Pricing strategy for products.
