

# HM-303

## Introduction to Marketing

Master of Hotel Management (MHM-17)

Third Semester, Examination, 2019 (June)

**Time : 3 Hours]**

**Max. Marks : 40**

**Note :** This paper is of Forty (40) marks divided into three (03) sections A, B and C. Attempt the questions contained in these sections according to the detailed instructions given therein.

### SECTION–A

#### (Long Answer Type Questions)

**Note :** Section 'A' contains four (04) long answer type questions of nine and half (9½) marks each. Learners are required to answer any two (2) questions only.

(2×9½=19)

1. What is Cost Based Pricing? Briefly write about four approaches under cost based pricing.
2. As the Marcom Manager of hotel group what would be your approach to launch the new property of your brand in a beach destination.

3. Explain the concept of tourism area life cycle (TALC) with suitable examples.
4. Plan positioning strategy for an upcoming All Suite Hotel in a metro city. Justify your answer with suitable examples.

## **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. Warranty & Guarantee.
2. Five levels of customer attitude towards a brand.
3. Pricing Objectives.
4. Societal Marketing Concepts.
5. Price Elasticity.
6. Merchandising.
7. Tools of Sales Promotions in a Hospitality Industry.
8. Intangibility and Perishability in hospitality operations.

**SECTION-C**  
**(Objective Type Questions)**

**Note :** Section 'C' contains ten (10) objective type questions of half ( $\frac{1}{2}$ ) mark each. All the questions of this section are compulsory. (10 $\times$  $\frac{1}{2}$ =05)

1. .... is losing sales of a product to another similar product within the same product line.
2. As per ..... pricing, the seller takes the maximum price that the customers are willing to pay for the product under the given circumstances.
3. .... is amount and type of product, people would choose under specific price and quality conditions.
4. If a manufacturer enjoys high reputation in the market and his products are popular among consumer, it is termed as .....
5. During a ..... consumers can be persuaded to wait as business comes to zero. Therefore, manufacturers make use of these activities to reduce inventory and to improve cash position
6. .... holds that the marketing activities must be done in a way that preserves-or enhances the consumer's and the society's well-being.

7. .... are intended to support management decision making.
  8. .... which pertains to the maximum demand for a firm's product.
  9. .... involves changing the identity of a product or a service, relative to the identity of competing products or services, in the collective minds of the target market.
  10. .... consists of the brands which the consumers exclude from purchase consideration.
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