

**BACHELOR OF SCIENCE (HOSPITALITY & HOTEL ADMINISTRATION) (CBCS-2018 COURSE)**  
**B.Sc. (H. & H.A.) Sem-VI : WINTER: 2025**  
**SUBJECT: HOSPITALITY MARKETING**

Day : Monday  
Date : 08/12/2025

**W-19908-2025**

Time : 02:00 PM-04:30 PM  
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) Classify the following factors influencing consumer behavior into appropriate categories: (For example: Group – Social ) (1 Mark X 6 = 6)**

- a) Economic Circumstances
- b) Perception
- c) Culture
- d) Social Class
- e) Motivation
- f) Family

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

- a) Define Sales Promotion. State any five tools of Sales Promotion.
- b) Discuss any three ways of differentiating products.
- c) Describe any two commonly used intermediaries in the hospitality industry.

**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) Draw a table of Customer Profitability Analysis and discuss how an unprofitable customer can be turned into a profitable customer.

**SECTION – II**

**Q.4) State True or False ANY SIX (1 Mark X 6 = 6)**

- a) Selling begins with a target market.
- b) Marketing is customer oriented.
- c) In marketing, customer decides the price and price determines the cost.
- d) Selling uses aggressive selling and promotion techniques.
- e) Marketing does not use integrated marketing approach.
- f) Selling takes an outside in perspective.
- g) In Selling, profits are produced through customer satisfaction.

**P.T.O.**

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

- a) Define Advertising and discuss any three characteristics of advertising.
- b) Discuss the pricing of functions in a hotel.
- c) Explain any six bases of market segmentation.

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

- a) Services have witnessed a phenomenal growth in recent years. Discuss.
- b) Discuss the concept of Alliances and Franchising in distributing hospitality products.
- c) Discuss any three factors influencing price.

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