

**BACHELOR OF SCIENCE (HOSPITALITY & HOTEL ADMINISTRATION)
(CBCS-2016 COURSE)**

B.Sc. (H. & H.A.) Sem - VI :SUMMER- 2022

SUBJECT : HOSPITALITY MARKETING

Day : Friday

Date : 24-06-2022

S-15306-2022

Time : 02:00 PM-04:30 PM

Max. Marks : 60

N.B.

- 1) All questions are **COMPULSORY**
 - 2) Figures to the right indicate **FULL** marks.
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SECTION - I

Q.1 Attempt any **SIX** of the following : **(06)**

- a) List any three personal factors affecting consumer behavior.
- b) Give an example to reflect family as an important factor influencing consumer behavior.
- c) How does monopolistic competition affect pricing decisions?
- d) What is Upselling?
- e) Define Marketing.
- f) Write the assumption of Selling concept.
- g) Give an example for psychological pricing.
- h) What is Inelastic demand?

Q.2 Attempt any **TWO** of the following : **(12)**

- a) Explain the following characteristics of services with suitable examples:
 - i) Intangibility
 - ii) Heterogeneity
- b) Define Product. Discuss the five levels of a product.
- c) Discuss the role of the following intermediaries in the hospitality industry:
 - i) Travel Agent
 - ii) Internet

Q.3 Attempt any **TWO** of the following : **(12)**

- a) Define Sales Promotion and briefly discuss any five popularly used tools of sales promotion.
- b) Briefly discuss the following steps involved in New Product Development:
 - i) Idea generation
 - ii) Concept development
 - iii) Business Analysis
- c) Describe the current political and social environment in India.

P.T.O.

SECTION - II

Q.4 Attempt any **SIX** of the following : **(06)**

- a) Define Need.
- b) Write two characteristics of primary groups
- c) List any four internal factors influencing price.
- d) Arrange the following in the correct order: Esteem needs, Physiological needs, Social needs, Self-actualization, Security needs.
- e) Identify personal factors affecting Consumer behavior from among the factors listed below:
Family, Age, Occupation, Membership Groups, Economic circumstances.
- f) List any two methods of pricing food and beverage items.
- g) List any two tools of Product Mix.
- h) Define Price.

Q.5 Attempt any **TWO** of the following : **(12)**

- a) Explain any four tools of Public Relations commonly used by hotels.
- b) Classify advertising media and briefly discuss any two objectives of advertising.
- c) Explain with suitable example, the following bases of market segmentation:
 - i) Age
 - ii) Income
 - iii) Gender

Q.6 Attempt any **TWO** of the following : **(12)**

- a) Discuss the scope of Services.
- b) State any three reasons why intermediaries are necessary.
Discuss the advantages of Zero / Direct Marketing
- c) How will you calculate the cost of lost customer?

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