

**BACHELOR OF HOTEL MANAGEMENT & CATERING TECHNOLOGY
(CBCS-2018 COURSE)**

**B.H.M.C.T. Sem-VI :SUMMER- 2022
SUBJECT : HOSPITALITY MARKETING**

Day : Friday
Date : 24-06-2022

S-19974-2022

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.
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SECTION - I

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

- a With a slight change in price, if the quantity demanded greatly varies, it is called Inelastic Demand
- b If Pepsi sets its price to match exactly the price charged by Coca Cola, Pepsi is using a competitive pricing method
- c Few large companies supplying to the majority of the market is an example of Monopolistic competitive structure
- d When the marketing objective of the company is Product Quality Leadership, the price charged will be high.
- e There is flexibility in pricing when the product is perishable in nature.
- f Price must be coordinated with the other elements of the marketing mix to form a consistent and effective marketing programme.
- g Cost is an uncontrollable factor affecting price.
- h Price is the exchange value of a product expressed in monetary terms

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

- a) Define Advertising and give the classification of advertising media with two examples each.
- b) State the need for product differentiation. Discuss any three ways of differentiating products.
- c) Discuss the role of following intermediaries in the hospitality industry:
 - i) Travel Agent
 - ii) Internet

Q.3) Attempt any TWO of the following: (6 Marks X 2 = 12)

- a) Explain the following characteristics of services with suitable example:
 - i) Intangibility
 - ii) Heterogeneity
- b) Draw a PLC curve and discuss the marketing strategies adopted at the various stages of PLC.
- c) What is Customer Delivered Value? How can it be maximised?

SECTION – II

Q.4) Match the following: (1 Mark X 6 = 6)

	A		B
i)	Physical Distribution	a)	Affordable
ii)	J. Culliton	b)	4 factor classification
iii)	Mc Carthy	c)	Available
iv)	Price	d)	Marketing mix
v)	Promotion	e)	Appropriate
vi)	Product	f)	Attractive

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

- a) Define Sales Promotion. Explain any four tools of Sales Promotion.
- b) Discuss any two pricing methods adopted for pricing food and beverage items.
- c) Explain any three of the following behavioural bases of market segmentation:
 - i) Brand Loyalty
 - ii) Benefits
 - iii) Usage Rate
 - iv) Occassion

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

- a) List any six points of differentiation between Goods and Services.
 - b) Discuss the concept of Alliances and Franchising in distributing hospitality products.
 - c) Draw and briefly discuss Consumer Behavior model.
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