

BACHELOR OF SCIENCE (HOSPITALITY & HOTEL ADMINISTRATION) (CBCS-2018 COURSE)

**B.Sc. (H. & H.A.) Sem-VI : WINTER- 2022
SUBJECT : HOSPITALITY MARKETING**

Day : Friday

Time : 02:00 PM-04:30 PM

Date : 16-12-2022

W-19908-2022

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) Match the following: (1 Marks X 6 = 6)

A		B	
i)	Selling Concept	a)	Customer Satisfaction
ii)	Production Concept	b)	4 P
iii)	Product Concept	c)	Quality
iv)	Marketing Concept	d)	Desires for specific satisfiers
v)	Wants	e)	Low cost , wide availability
vi)	Marketing Mix	f)	Aggressive promotion efforts

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) Draw a PLC curve and discuss the characteristics at the various stages of PLC.
- c) Write any two benefits of highly satisfied customers. How will you calculate the cost of lost customers?

SECTION - II

Q.4) 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 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.

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

- a) Define Personal Selling. Discuss three characteristics of Personal Selling.
- b) Discuss the pricing method adopted for pricing of hotel rooms.
- c) Explain any six bases of demographic market segmentation.

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) Define Distribution Channel. State any four reasons why intermediaries are needed.
- c) Draw and briefly discuss Consumer Behavior model.

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