
HOSPITALITY MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

1. Write a brief note on management strategy.
2. Explain the nature of service marketing.
3. Write an introduction to marketing of hospitality industry.
4. Mention the characteristics of marketing mix.
5. Explain the need of marketing intermediaries.
6. State the objectives of advertising.
7. Comment on the importance of tourism communication.

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions.

8. Evaluate the contribution of marketing in development of hospitality industry.
9. Analyse the factors to be considered in targeting and positioning processes of marketing.

10. Describe the steps involved in Market segmentation.
11. Evaluate the significance of offering quality products and services to customers.
12. Discuss the various strategies applied in pricing of hospitality products.
13. Illustrate the techniques of marketing control.
14. Elucidate the methodologies of electronic marketing.