



UG – 411

VI Semester B.H.M. Examination, September/October 2022
(CBCS) (F + R) (2017 – 18 and Onwards)

HOTEL MANAGEMENT

Paper – 6.5 : Marketing in Hospitality Services

Time : 3 Hours

Max. Marks : 70

- Instructions :** 1) Answer **all** questions.
2) Number the answers **properly**.
3) Handwriting should be **neat**.

SECTION – A

1. Answer **any five** questions. **All** carry **equal** marks. (2×5=10)
- a) Define 'Market Research'.
 - b) What are 'Pricing Methods' ?
 - c) 'Push strategy' in marketing.
 - d) Define 'Positioning'.
 - e) Define 'Environment Scanning'.
 - f) Define 'Secondary Data'.
 - g) What are 'Marketing Mix' ?

SECTION – B

- Answer **any three** questions. **All** carry **equal** marks. (3×6=18)
- 2. What do you mean by 'Environmental Factors' ? Explain 'Environmental Scanning'.
 - 3. What are the 'Characteristics of Hospitality Marketing' ?
 - 4. What are the 'Requirements of Effective Segmentation' ? Explain.
 - 5. What are the 'Factors Influencing Consumer Behavior' ?
 - 6. Explain the 'Uses of Market Research'.

P.T.O.



SECTION – C

Answer **any three** questions. **Each** question will carry **equal** marks. (3×14=42)

7. Define 'Market Segmentation', Target Market and Positioning. Explain in detail the Market Segmentation Process.
 8. "Does Marketing create or satisfy needs" ? Explain the 7 P's of marketing mix with examples.
 9. Explain 'Essential Hotel (Marketing) Strategies' which are all-time approaches (Latest Trends).
 10. a) Write down the 'factors influencing consumer' decision making.
b) Explain the 'Relevance of MR' in Marketing.
 11. Analyze the "Implications of Marketing Foundation and Practice" in Hospitality Industry.
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