



**NP – 434**

**VII Semester B.H.M. Examination, January/February 2025**

**(NEP)**

**HOTEL MANAGEMENT**

**HME2T : Marketing for Hospitality Services**

Time : 2½ Hours

Max. Marks : 60

- Instructions :** 1) Number answers **correctly**.  
2) **Draw diagrams wherever necessary.**

**SECTION – A**

Answer **any five** questions. **Each** question carries **two** marks.

**(5×2=10)**

1. a) How does marketing differ from sales ?  
b) Mention two essential characteristics of marketing.  
c) Define Marketing Mix.  
d) Mention the stages of the product life cycle.  
e) What is cross selling ?  
f) Name two common bases for market segmentation.  
g) What is market research ?

**SECTION – B**

Answer **any four** questions. **Each** question carries **five** marks.

**(4×5=20)**

2. What is societal marketing and why is it important today ? Briefly explain in about 150 words.
3. What does STP strategy stand for in marketing ?
4. How do you think personal factors influence customer decisions ?
5. Why is employee motivation important in customer satisfaction ?
6. Contrast internal marketing and external marketing.

**P.T.O.**



SECTION – C

Answer **any three** questions. **Each** question carries **ten** marks.

**(3×10=30)**

7. Define marketing. Discuss the characteristics of marketing.
  8. Evaluate the role of seven Ps in service marketing and their significance in the service industry.
  9. Demonstrate the importance of market segmentation in modern marketing.
  10. Analyse the importance of market research in understanding market trends and competitive positioning of a hotel.
  11. Define product life cycle. Discuss the stages of the product life cycle with reference to the hotel industry.
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