

### **SECTION-C**

- Note :** Short answer type questions. Attempt any Six questions out of Ten questions. (6x6=36)
- Q.16 Explain the Market Skimming Pricing and Market Penetration Pricing with suitable examples.
- Q.17 What do you mean by “Consumer Buying Process”.
- Q.18 How the marketing of the service is differs from marketing of the product?
- Q.19 Why is segmentation so important to effective marketing?
- Q.20 What do you mean by Sales Promotions? Explain the advantages of sales promotions.
- Q.21 What do you mean by “Hospitality Services Pricing”?
- Q.22 Distinguish between Marketing and selling.
- Q.23 What do you understand by marketing. Explain 8P’s of marketing.
- Q.24 Explain the innovative marketing with relevant examples from the hospitality sectors.
- Q.25 What is meant by Marketing Mix? Describe the four components of marketing mix.

### **SECTION-D**

- Note :** Long Answer type question. Attempt any two questions. (2x10=20)
- Q.26 What do you mean by “Hospitality Product”? Explain the various stages of PLC.
- Q.27 Write a short notes on any two of the following.
- Factors influencing the pricing policy.
  - Product Positioning
  - Promotion advertising
- Q.28 Discuss the factors influencing customer expectation and perceptions of services.

No. of Printed Pages : 4

DHM-4020

Roll No.....

**Branch :** DHM

**Subject :** Hotel Marketing

**Time : 3 Hrs.**

**M.M. : 70**

### **SECTION-A**

**Note :** Multiple choice questions. All questions are compulsory. (7x1=7)

- Q.1 Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need is called a(n):  
a) Idea                      b) Demand  
c) Product                   d) Service.
- Q.2 The consumer decision process consists of  
a) Stimulus, problem awareness and purchase stages  
b) Pre-purchase, consumption, and post purchase stages  
c) Problem awareness, evaluation of alternative, and post-purchase behaviour  
d) Stimulus, information search, and post-purchase behaviour
- Q.3 The unique service characteristic that reflects the interconnection between the service firm and its' customer is called  
a) Intangibility              b) Inseparability  
c) Homogeneity              d) perishability
- Q.4 Soft technologies refer to  
a) Flexible rules that can be bent to meet customer needs.

- b) The personal touches that ultimately lead to customer satisfaction.  
 c) Guidelines that permit employee empowerment  
 d) Hardware that facilitates the production of a standardized
- Q.5** Which of the following products is an example of intangible dominant?  
 a) Insurance                    b) Farming  
 c) Mining                      d) Teaching
- Q.6** Adding new features to a product is advocated by which of the approaches?  
 a) Product Approach    b) Production Approach  
 c) Marketing Approach    d) Selling Approach
- Q.7** Which of these statements can be considered as false.  
 a) Services cannot be touched or seen in the same manner as goods.  
 b) Consumer judgement about services tend to be more subjective than objective.  
 c) Customers involvement affects service quality  
 d) Services are first produced, then sold, then consumed.
- SECTION-B**
- Note :** Objective/Completion type questions. All questions are compulsory. (7x1=7)
- Q.8** Tourism is having highly \_\_\_\_\_ demand?  
 a) Stable demand            b) Passive demand  
 c) None of these            d) Unstable demand
- Q.9** Demographic segmentation is conducting on the basis of?  
 a) Market distance        b) Study of people  
 c) Economic conditions    d) Psychological factors
- Q.10** After decline stage a product can undergo for \_\_\_\_?  
 a) New product development  
 b) Modifications  
 c) Offers  
 d) Discount sales
- Q.11** Which is the correct arrangement of product life cycle?  
 a) Product development stage, Growth stage, Saturation stage, Decline stage, Introduction stage.  
 b) Introduction stage, Product development stage, Saturation stage, Decline stage.  
 c) None of these  
 d) Product development stage, Introduction stage, Growth stage, Saturation stage, Decline stage
- Q.12** As per PLC, cost of product at Development stage?  
 a) Very High                b) Very low  
 c) Medium                    d) Gradually increasing
- Q.13** Tour operation in marketing is a \_\_\_\_\_ mix?  
 a) Product mix              b) Place mix  
 c) Promotion mix            d) None of these
- Q.14** As per PLC, the profit of a firm at the rate of Growth stage would be?  
 a) Increasing                b) Decreasing  
 c) Minimum                  d) Maximum
- Q.15** Marketing is \_\_\_\_\_ oriented?  
 a) Product                    b) Customer  
 c) Producers                d) Distributors