

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x10=20)

- Q.25 Explain why is it important for hotels to advertise
- Q.26 Marketing is a tool for customer satisfaction. Discuss
- Q.27 Explain how you will use different market mix elements to formulate a marketing strategy for the hotel

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4th Sem / Hotel Management (Sem. Sys.)

Subject : Hotel Marketing

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M.M. : 70

SECTION-A

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

- Q.1 According to Philip Kotler marketing is
- a) A science
 - b) An art
 - c) Both a science and art
 - d) None of the above
- Q.2 MPR stands for
- a) Marketing Public Relations
 - b) Monitoring Public Relations
 - c) Management of Public Relations
 - d) Measurement of Public Relations
- Q.3 Brand loyalty is
- a) Consumers emotional attachment towards the brand
 - b) Consumers social attached towards the brand

- c) Fulfilment of consumer needs
 - d) Feel good factory when using a brand's products
- Q.4 Many people want to buy a BMW car but only a few are able to buy, this is an example of
- a) Need b) Want
 - c) Demand d) Status
- Q.5 Which is not a part of a Marketing Mix
- a) Product b) Purpose
 - c) Place d) Price
- Q.6 Marketing Mix for a product consists of
- a) 5Ps b) 7Ps
 - c) 8Ps d) 4Ps
- Q.7 The major object of any marketing activity is to
- a) Sell
 - b) Promote
 - c) Create
 - d) Increase awareness

SECTION-B

Note: Answer the following questions briefly. All questions are compulsory. (7x1=7)

- Q.8 Segmentation
- Q.9 PLC
- Q.10 Service marketing

- Q.11 Brand loyalty
- Q.12 Relationship marketing
- Q.13 Market Mix
- Q.14 Advertising

SECTION-C

- Note:** Short answer type questions. Attempt any six questions out of ten questions. (6x6=36)
- Q.15 Explain need, want and demand as the core concept of marketing
 - Q.16 Explain why Segmentation is required?
 - Q.17 Explain direct marketing tools
 - Q.18 Discuss any two methods of pricing that are used in hotels
 - Q.19 Define marketing management. Explain its concepts
 - Q.20 Discuss internal and external factors that influence marketing mix
 - Q.21 Explain the range of products and services hotels offer in order to fulfill the demands of the guests
 - Q.22 What is the difference between marketing of services and marketing of products?
 - Q.23 What are the duties and responsibilities of a Sales & Marketing Manager of hotel?
 - Q.24 Explain any 5 Media platforms that are used for sales promotion