

### 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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Roll No. ....

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

#### Subject : Hotel Marketing

Time : 3 Hrs.

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 factor 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

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- 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

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