

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.
- a) Factors influencing the pricing policy.
 - b) Product Positioning
 - c) Promotion advertising
- Q.28 Discuss the factors influencing customer expectation and perceptions of services.

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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