

**BHMCT
(SEM-VIII) THEORY EXAMINATION 2017-18
HOSPITALITY MARKETING MANAGEMENT**

Time: 3 Hours

Total Marks: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

- 1. Attempt *all* questions in brief. 2 x 10 = 20**
- a. What do you mean by WYSWYG?
 - b. Define Pricing.
 - c. Define Need.
 - d. Explain buying capacity.
 - e. What do you mean by print media?
 - f. What do you understand by demand?
 - g. Define budget.
 - h. What do you mean by segment?
 - i. Explain personal selling.
 - j. Explain service marketing

SECTION B

- 2. Attempt any *three* of the following: 10 x 3 = 30**
- a. Write a brief note on 7 Ps of Marketing.
 - b. What do you understand by product life cycle?
 - c. What do you understand by market segmentation along with its importance in marketing?
 - d. Explain franchising in brief.
 - e. Write a brief note on sales promotion with the importance of suggestive selling.

SECTION C

- 3. Attempt any *one* part of the following: 10 x 1 = 10**
- (a) Write down the concept of marketing mix.
 - (b) What do you mean by marketing? Explain various challenges involved in service marketing.
- 4. Attempt any *one* part of the following: 10 x 1 = 10**
- (a) What do you understand by strategic marketing system?
 - (b) Write down various steps taken to develop a marketing plan.

5. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) What do you understand by Macro and Micro Segmentation of Market?
 - (b) Write a brief note on various factors to be considered while setting price of a product.
6. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) What do you mean by affiliation? Write down its benefits.
 - (b) Differentiate between tour operator and travel agent in brief.
7. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) Explain E-commerce marketing in brief.
 - (b) Write a brief note on various types of advertisement channels.

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