B. H. M. C. T.
(SEM. VI) EXAMINATION, 2006-07
HOSPITALITY MARKETING MANAGEMENT

Time : 3 Hours] [Total Marks : 100

Note : (1) Answer all questions.
(2) All questions carry equal marks.

1  Attempt any four parts of the following :  \(6 \times 4 = 24\)
   a. Write briefly about hospitality products
   b. What is product life cycle?
   c. Explain the concept of marketing mix.
   d. Explain the use of internet for marketing.
   e. How has the concept of marketing evolved over time? What is the modern marketing concept?
   f. How does marketing of services differ from marketing of products.

2  Attempt any four parts of the following :  \(6 \times 4 = 24\)
   a. What is policy? How do policies help in smooth functioning of an organization.
   b. Explain marketing segmentation with the help of examples.
   c. What is internal marketing?
d. Discuss planning, organizing and marketing for incentive tours.

e. How can strategy help in hospitality marketing?

f. How are budgeting and marketing related?

3 Attempt any **two** parts of the following: \(10 \times 2 = 20\)

a. Discuss the range of products and services offered by hotels.

b. Discuss various forms of hospitality marketing channels.

c. Discuss pricing strategies as a tool for marketing.

4 Attempt any **two** parts of the following: \(8 \times 2 = 16\)

a. Discuss e-commerce marketing. Can it be used as an effective marketing tool in India.

b. How do content and frequency of advertisement affect its effectiveness?

c. Explain the terms:
   i) Publicity
   ii) Merchandising
   iii) Sales promotions.

5 What is marketing? Discuss the application of \(8 \times 2 = 16\) concept of marketing or tourism and its products.

**OR**

5 ‘India hasn’t been able to attract its fair share of international tourists due to lack of marketing. Comment and discuss India’s effort to market itself as brand ‘Incredible India’.”