



SG – 583

VI Semester B.H.M. Examination, September/October 2021
(CBCS) (F + R) (2017-18 and Onwards)
HOTEL MANAGEMENT
Paper – 6.5 : Marketing in Hospitality Services

Time : 3 Hours

Max. Marks : 70

- Instructions :**
- Read instructions **carefully**.
 - Provide diagram **wherever** necessary.
 - Number the answers **correctly**.
 - Write legibly and **neatly**.

SECTION – A

Answer **any five** questions in **not** more than **two-three** lines. Each question carries
2 marks : (5×2=10)

1. Explain the following terms :
 - a) Four P's.
 - b) Product.
 - c) Branding.
 - d) Retailer.
 - e) Promotion.
 - f) Publicity.
 - g) Forecasting.

SECTION – B

Answer **any three** questions **not** exceeding **two** pages : (3×6=18)

2. What is 'Product Life Cycle' ? Explain its various stages.
3. Explain the process of consumer buying decision.

P.T.O.



4. Explain the various components of Marketing Mix.
5. Explain the different kinds of advertisements.
6. Narrate the internal factors that influence pricing.

SECTION – C

Answer **any three** questions **not** exceeding **three** pages **each** question carries **fourteen** marks : **(3×14=42)**

7. Discuss the various sources of data for conducting marketing research.
 8. Discuss about the various advertising media stating its advantages and disadvantages.
 9. Explain the formulation and implementation of marketing strategy for hotel.
 10. Explain the significance of market planning in the success of business.
 11. What are the methods of collecting market information ?
 12. Briefly explain the techniques of sales forecasting.
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