

T76/V76/BHC303/BCH303/EE/20160522

Time : 3 Hours

Marks : 80

Instructions :

1. All Questions are Compulsory.
 2. Each Sub-question carry 5 marks.
 3. Each Sub-question should be answered between 75 to 100 words. Write every questions answer on separate page.
 4. Question paper of 80 Marks, it will be converted in to your programme structure marks.
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1. Solve any **four** sub-questions.
 - a) What is Market? Enlist classification of market on the basis of geographical area. 5
 - b) What are intermediaries? 5
 - c) What is a Product? Explain classification of products. 5
 - d) Explain promotional strategies. 5
 - e) What is Sales Promotion? Explain role of sales promotion in hospitality industry. 5

2. Solve any **four** sub-questions.
 - a) Explain Personal Selling. 5
 - b) Explain Marketing Mix. 5
 - c) What is Market Segmentation? Explain Hotel Market Segmentation. 5
 - d) Explain Pricing strategy in the Hotel Industry. 5
 - e) What are Advertising Agencies? 5

3. Solve any **four** sub-questions.
- a) Explain selling concept in the hospitality industry. 5
 - b) What is demographic environment in market distribution? 5
 - c) What is Branding? Explain Hotel Branding. 5
 - d) Explain Online advertising in the hotel industry. 5
 - e) Explain Telephone etiquettes in Hotel Industry. 5
4. Solve any **four** sub-questions.
- a) What is Market Research? What are methods of Market Research? 5
 - b) Explain strengths and weaknesses of advertising as a promotional tool. 5
 - c) Explain pricing objective in the hotel industry. 5
 - d) Explain geographical market segmentation. 5
 - e) Explain customer value and satisfaction. 5

