

Jamia Hamdard
School of Management and Business Studies
Department of Hotel Management & Catering Technology
Roll No...

Even Semester Examination - July 2024

BHM IV Semester

Subject Code: BHM 606

Subject Name: Hospitality Marketing

Duration: 3 Hour

Max. Marks -75

Section A - Short Answer

(5X6=30)

Note: Attempt any Six Questions, All questions carry equal marks

- Q1: Define importance of communication in Marketing.
- Q2: Write considerations for branding a hospitality product.
- Q3: Explain role of internet marketing in brand promotion.
- Q4: Explain the concept of product selling.
- Q5: Clarify market segmentation.
- Q6: Enunciate personnel selling.
- Q7: What is the role of sales force management.
- Q8: "Advertisement Management significance is ever rising", comment.
- Q9: Explain the term marketing Environment.

Section B-Long Answer

(15X3=45)

Note: Attempt any Three Questions; All questions carry equal marks

- Q1: Elaborate regarding role of public relations in running a successful business.
- Q2: Discuss pricing strategies for resort holiday plan.
- Q3: Explain marketing mix.
- Q4: Discuss Product life cycle of any FMCG good.
- Q5: What are the prime factors influencing consumer buying behaviour?
- Q6: Explain SWOT analysis and its importance in development of Hospitality product.