



25801261

QP CODE: 25801261

Reg No :

Name :

BHM DEGREE REGULAR / SUPPLEMENTARY EXAMINATIONS, MARCH 2025

Fourth Semester

BH4CRT22 - MARKETING FOR HOSPITALITY AND TOURISM

2020 Admission Onwards

2F7A5F54

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What does demand mean by demand?
2. Give any two USPs used in the star hotels.
3. Mention any four customer expectations from the hospitality industry.
4. What is meant by travel?
5. Define services in marketing?
6. List down any four important Ps in the marketing mix.
7. What is meant by pricing policy?
8. What is meant by value based pricing?
9. What is IMC?
10. What are the five elements of a marketing communication mix?
11. List down the factors influencing the consumer buying behavior.
12. Give examples for relationship marketing.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. What are the basic marketing concepts? Briefly explain.
14. Describe the scope of hospitality marketing.





15. What is variability in hotel and tourism?
16. What are the benefits of market segmentation?
17. What are the advantages and disadvantages of cost based pricing?
18. What are the benefits of doing breakeven analysis?
19. Differentiate promotional mix and marketing communication mix.
20. Write a short note on FMCG .
21. Write a short note on the Consumer Buying Process.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Differentiate marketing and sales.
23. Explain the types of market segmentation in detail.
24. What are the important factors to consider for setting a price?
25. What is Post Purchase Evaluation and explain the stages?

(2×15=30)

