

QP CODE: 24019041



Reg No : .....

Name : .....

**MHM DEGREE (CSS) EXAMINATION , APRIL 2024**

**Second Semester**

Master of Hotel Management

**CORE - TR010204 - HOSPITALITY MARKETING**

2019 Admission Onwards

956A27FA

Time: 3 Hours

Weightage: 30

**Part A (Short Answer Questions)**

*Answer any **eight** questions.*

*Weight 1 each.*

1. Define selling.
2. How are hotels classified?
3. What is market targeting?
4. What is habitual buying behaviour?
5. Define post launch analysis.
6. Define e-marketing.
7. What is a catalogue?
8. What is Hotel Marketing Plan?
9. What is exploratory research?
10. What is people differentiation?

(8×1=8 weightage)

**Part B (Short Essay/Problems)**

*Answer any **six** questions.*

*Weight 2 each.*

11. What are the functions of marketing?
12. What is market orientation?
13. What is the market positioning done by a competitor?
14. What are the product decision areas?





15. List the internal factors influencing pricing.
16. What is a channel conflict?
17. What is meant by paid promotions?
18. What is the need and importance of customer mix?

(6×2=12 weightage)

**Part C (Essay Type Questions)**

*Answer any **two** questions.*

*Weight **5** each.*

19. Explain in detail the benefits of marketing to the consumer.
20. Explain the participants in a consumer buying process.
21. Explain in detail about the objectives of branding.
22. What is the difference between pre purchase and post purchase behaviour?

(2×5=10 weightage)

