

- Q.19 Define pricing in the context of hospitality. Why is pricing considered a critical component of the marketing mix, and how does it affect customer perception?
- Q.20 Examine the impact of online travel agencies (OTAs) as intermediaries in hospitality marketing. How do they influence pricing strategies and customer booking behavior?
- Q.21 Discuss the different means of promotion used in the hospitality sector. How do advertising and sales promotion techniques complement each other in attracting customers?
- Q.22 Analyze the impact of social media on customer engagement in the hospitality industry. How can hotels use social media platforms to build community and promote their services?

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x8=16)
- Q.23 Explain the 7 P's of the marketing mix in the service marketing. How can each element be applied specifically in a hospitality context to improve customer satisfaction?
- Q.24 Define branding in the hospitality sector. Why is branding crucial for hotels and restaurants, and how does it influence customer perceptions and choices?
- Q.25 Explain how the introduction of new services can affect existing hospitality products. What strategies can be used to ensure a smooth integration of new offerings into the existing product mix?

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5th Sem / Hotel Management & Catering Technology

Subject : Hospitality Service Marketing

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory (6x1=6)

- Q.1 What is the primary objective of marketing in the hospitality industry.
- To maximize customer satisfaction
 - To minimize operational costs
 - To increase employee retention
 - To control product pricing
- Q.2 In the hospitality industry, which of the following is considered a part of the 'product' element of the marketing mix?
- The ambiance of the hotel
 - The price of room bookings
 - Advertising campaigns
 - Employee uniforms
- Q.3 Which term refers to a customer's emotional attachment and continuous preference for a particular brand in hospitality?
- Brand equity
 - Brand loyalty
 - Brand awareness
 - Brand recognition

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- Q.4 In service marketing, which 'P' represents the distribution of services to customers?
 a) Product b) Promotion
 c) Place d) People
- Q.5 Which of the following is a characteristic of services in the hospitality industry?
 a) Tangibility b) Heterogeneity
 c) Durability d) Storability
- Q.6 What is the most effective form of promotion in the hospitality industry?
 a) Online advertising
 b) Word of mouth
 c) Television commercials
 d) Print media advertising

SECTION-B

- Note:** Objective/ Completion type questions. All questions are compulsory. (6x1=6)
- Q.7 Differentiate between goods and services in the hospitality industry. Give one example of each.
- Q.8 What factors influence pricing policies in hospitality.
- Q.9 What is digital marketing?
- Q.10 Why is customer satisfaction vital in the service sector?
- Q.11 Explain the meaning of pricing in hospitality.
- Q.12 What are some modern means of promotion in the hospitality sector? Name two

SECTION-C

- Note:** Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)
- Q.13 Discuss the key features of hospitality marketing. How do these features differentiate hospitality marketing from other sectors? Provide at least two specific examples.
- Q.14 Explain the importance of the place mix in hospitality marketing. How does the choice of distribution channels affect a hospitality business's reach and customer engagement?
- Q.15 What is the product mix the hospitality sector? Discuss the importance of each component, including rooms, food and beverages, and value-added products, in creating a comprehensive guest experience.
- Q.16 Differentiate between goods and services in the hospitality industry. Discuss how this distinction affects marketing strategies, using examples to illustrate your points.
- Q.17 Discuss the expectations customers have from hospitality services. Why is it important for hospitality business to understand these expectations, and how can they effectively meet them?
- Q.18 What role does branding play in differentiating hospitality products in a competitive market? Discuss how effective branding can impact customer loyalty and repeat business.