



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B. Sc. International Hospitality Management

Type: Semester End Assessment (SEA)

Date: 04/01/2024

Batch and Term: 2021-24 & 8

Total Marks: 25

Time Duration: 2 Hours

Course Name: Marketing Strategy for Hospitality, Tourism and Leisure Course Code: IHCH118

Instructor: Dr. Semele Sardesai

This paper contains 02 pages in addition to the cover page.

Full Name of the Student: _____

Permanent Registration Number: _____ Class: _____

Marks Obtained: _____ Faculty Signature: _____ Invigilator Signature: _____

Main Answer Sheet	Number of Supplements	Total Number of Answer Sheets
01		

- Carefully read each question at the outset of the paper. All queries must be addressed to the faculty within the first 10 minutes of the examination.
- Students are expected to maintain complete silence in the examination hall and should not interact or communicate with their peers.
- Students will carry only their essential stationery like pens, pencils, ruler and simple calculators into the examination hall.
- Bags, eatables, drinks, etc. will not be allowed inside the hall with the exception of a bottle of water.
- Cell phones, electronic data banks, scientific calculators and smart/beeping watches are prohibited in the examination hall.
- Students will answer the examination with only blue/ black ball point pens unless informed differently by faculty. Avoid usage of green or red ink pens on the answer sheet.
- Dictionaries will not be allowed into examination hall unless informed differently by faculty



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Q.1. Choose the correct option.

(05 Marks)

1. In BCG Matrix, what is the label of the Vertical axis?
 - a) Relative Market share
 - b) Business Strength
 - c) Industry Growth Rate
 - d) Market Growth Rate

2. Which of the following SWOT elements are external factors for a business?
 - a) Strengths and Weaknesses
 - b) Opportunities and Threats
 - c) Strengths and Opportunities
 - d) Weaknesses and Threats

3. Which of the following could be a threat?
 - a) Changes in technology
 - b) A market vacated by an ineffective competitor
 - c) Location of your business
 - d) Lack of marketing expertise

4. Buyer power is low if
 - a) Differentiation is high
 - b) Switching costs are low
 - c) They have little information
 - d) The buyer requires a high quality product for their own production

5. Cultural values would be part of which of the following factor in macro environment?
 - a) Economic
 - b) Natural
 - c) Social
 - d) Ecological

Q.2. Answer the following question.

(08 Marks)

1. Differentiate between Direct and Indirect Marketing. Explain with Examples.

2. Recall the "Cadbury Case". Who were the target segment? Which want of the target segment did the product satisfy? How did they counter the belief that chocolate is not good for health and spoils the teeth?



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Q.3. Answer the following questions.

1. Explain how you would use Porters 5 force model to study the competitive forces in the tour operators domain. **(05 Marks)**
2. Create an attractive marketing mix for a green tour operator in Goa. **(07 Marks)**

(St)