



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

SAMPLE QUESTION
PAPER

Type: Semester End Assessment

Date: Monday, ^{16 February}~~19 January~~ 2022

Term: 8

Total Marks: 25

Time Duration: 2 Hrs

Course Name: Marketing Strategy for Hospitality, Tourism and Leisure

Course Code: IHCH118

Instructor: Alba De Sa

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

Name: _____ Student 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 avoid interacting or communicating with their peers.
- Students must enter the examination hall 10 minutes prior to the scheduled time of the examination.
- Students will carry only their essential Books, notes, pens, pencils, calculators and scales 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 and beeping watches are prohibited in the examination hall. The usage of electronic data banks is prohibited.
- 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.
- Students will not be permitted to exit the examination hall 30 minutes prior to end time of an examination. A student leaving the room will have to return his/her paper to the faculty and the paper will be considered as completed.
- Students may be permitted to take a break under exceptional circumstances only if accompanied by an invigilator.



Answer All Questions

- I. Choose the most appropriate answer from the given options: (5 marks)**
- The process of planning and executing the conception, pricing, promotion and distribution of goods and services that satisfy individual and organizational goals is known as _____.
a) Purchasing b) Selling c) Marketing d) Targeting
 - The trade-off between the value and the monetary cost of the products or services offered by the company is termed as _____.
a) Economic value b) Social value c) Functional value d) Psychological value
 - The type of strategy that minimizes the threats by utilizing the strengths is _____.
a) Maxi- Maxi b) Mini- Maxi c) Maxi- Mini d) Mini- Mini
 - An approach used by organizations to coordinate their marketing efforts across multiple communication channels is _____.
a) TOWS Matrix b) SWOT Analysis c) IMC Model d) PESTLE Analysis
 - The component of your marketing plan which contains a brief overview of your marketing plan along with company goals is known as _____.
a) Target Market b) Market Research c) Pricing Strategy d) Executive Summary
- II. Name the following: (5 marks)**
- The process of sub-dividing the heterogeneous market into homogenous units where any unit may be selected as target market to be reached with distinct Marketing Mix.
 - The component of the external business environment which is largely external and totally beyond the control of a business unit.
 - A type of competitive analysis framework that involves analyzing organizations in clusters based on the similarity of strategy.
 - The branch of marketing that focuses on long-term customer engagement by creating strong, emotional customer connections.
 - The very first stage in the consumer decision-making process.



III. The marketing mix is a foundation model for every business, historically centered on four elements.

Write a note on Marketing Mix and explain the 4 P's of the Marketing Mix. **(5 marks)**

IV. Market targeting is an important aspect of a holistic marketing strategy that helps your business develop effective marketing communication strategies.

You are required to explain the Market Targeting Strategies with the help of suitable illustrations.

(10 marks)
