



V. M. SALGAOCAR INSTITUTE  
of  
INTERNATIONAL HOSPITALITY EDUCATION

**M.Sc. INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMENT**

Type: Semester End Assessment (SEA)

Date: 29/05/2023

Batch and Semester: 2022-2024 & 2 Total Marks: 40

Time Duration: 2 Hours

Course Name: Advanced Marketing Management

Course Code: IHT-507

Instructor: Alba De Sa

This paper contains 01 page 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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**Answer All Questions**

**(4 x 10 Marks = 40 Marks)**

**Q.1.** While Advertising can be seen as a way to reach a large number of people, it is often criticised for its downsides. Discuss. **(10 Marks)**

**Q.2.** Integrated Marketing Communication (IMC) is a holistic marketing approach that aims at unifying all the marketing communication elements to create a seamless brand experience for consumers across channels. As part of the marketing team for your company's brand, explain the steps in the IMC planning process. **(10 Marks)**

**Q.3.** What is Market Segmentation? Explain the main bases of Market Segmentation with the help of suitable examples. **(10 Marks)**

**Q.4.** Write a short note on Product Life Cycle and explain its stages with the help of a neat diagram. **(10 Marks)**

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