



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B.Sc. Culinary Arts

Type: Semester End Assessment (SEA)

Date: 08/04/2024

Batch & Semester: 2023- 2026 & 2

Total Marks: 20

Time Duration: 2 Hours

Course Name: Gastronomic Tourism

Course Code: CAO004

Instructor: Mr. Sebastian Breitingger

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.



Q.1. Imagine that the Goa Tourism department is launching for the first time a campaign for 2024 to celebrate “The week of cashew”. (10 Marks)

- a) Discuss the direct and indirect impact this campaign could have on the regional development.
Minimum 100 words
- b) Create an insert for the newspaper to promote this hero product and develop 8 articles with different themes around cashew. Minimum 400 words.
- c) Choose 4 other marketing strategies to promote this hero product, explain them and justify why you chose them.

Q.2. Leading businesses around the world are talking about ROE (return of engagement) (05 Marks)

- a) Explain the term.
- b) Recommend 4 strategies Walt Disney used, to make the visitor leave the premises in a happier state than they entered based on the engagement they have had with the business ambassadors.

Q.3. Discuss in 100 words what challenges Gastronomic Tourism may expect in the future. (05 Marks)