



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B.Sc. International Hospitality Management

Type: Semester End Assessment (SEA)

Date: 14 /10/2022

Term: VII

Total Marks: 25

Time Duration: 2 hours

Course Name: Marketing for Hospitality, Tourism and Leisure

Course Code: IHCH116

Instructor: Ms. Cleona Pereira

This paper contains 03 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.



Q. I For the following statements choose the most appropriate answer from the given options. (5 marks)

1. A company's _____ is the set of benefits or values it promises to deliver to consumers to satisfy their needs
a) Value Positioning b) Share of market c) Target market d) Share of heart

2. _____ is when hotels and restaurants seeking to position themselves as luxurious and elegant enter the market with high price that supports this position.
a) Cost based pricing b) Breakeven pricing c) Prestige pricing d) Market penetration pricing

3. _____ is a paid, impersonal mass communication with a clearly identified sponsor.
a) Personal selling b) Advertising c) Direct marketing d) Word of mouth

4. _____ appeals directly to consumers who will demand the product from the retailer.
a) Pull strategy b) Pricing strategy c) Push strategy d) Promotional strategy

5. The component of your marketing plan which contains a brief overview of your marketing plan along with company goals is known as _____.
a) Market research b) Target market c) Executive summary d) Pricing strategy



Q. II Name the following.

(5 marks)

1. Any communication about an organization , its products or policies through the personal interaction of people in a society –
2. The component of external business environment which is largely external and totally beyond the control of a business limit –
3. The very first stage in the buyer decision making process –
4. A special form of public relations that involves news stories about an organization or its products-
5. Price based largely against those of competitors , with less attention paid to cost or demand –

Q. III Read the following case study and answer the questions based on the same.

Hilton Hotels (which are usually '5-star' quality) have decided that they want to introduce a chain of budget hotels (at around 2-3 star quality), under a new brand name of course, in order to capture a greater share of the total hotel market.

Identify how they would need to modify their 7P's of the marketing mix to meet the needs of this new target market.

Note: The first P (product) has already been completed for you below, to give you a better understanding.



Marketing Mix	Mix as a 5-star hotel	Mix as a 2-3 star hotel
Product	<ul style="list-style-type: none">• High quality facilities,• Large rooms,• Expensive furnishings, Spacious balconies (where possible),• An array of high quality supporting restaurants, bars, luxury swimming pools and spas,• All perfectly maintained.	<ul style="list-style-type: none">• Basic/low quality facilities,• Smallish rooms,• Budget/limited furnishings,• No added facilities,• Acceptable maintenance of facilities.

Questions:

1. List the remaining 7Ps and how Hilton Hotels currently approaches these marketing mix elements (as per the above example). (Note: Simply base your responses on your general understanding of this hotel chain). **(5 marks)**
2. Identify how they should adapt their marketing mix for a 2-3 star quality hotel chain. (as per above example). **(5 marks)**
3. To what extent do the two marketing mix structures differ? Do any of the marketing mix elements remain relatively unchanged across the two approaches? **(2 marks)**
4. What problems could occur if the marketing mix elements were inconsistent (such as a low-quality hotel, with an expensive room rate)? **(3 marks)**