V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B. Sc. International Hospitality Management

Type: Semester End Assessment (SEA)　　　　　　　　　　　Date: 17/01/2023

Batch and Term: 2020 - 2023 & 8　　　　　　Total Marks: 25　　　　Time Duration: 2 Hours

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

Instructor: Ms. Nelissa Alcasoas

This paper contains 03 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.

Answer all questions

Q.I Choose the correct option   **(5 marks)**

1. What is the function of BCG Matrix?

   a. Identify the relationship between products/services

   b. Produce a lot of money

   c. To identify competition in the industry

   d. The development cycle of product

2. The purpose of segmentation is:

   a. To make it easier to find customers

   b. To help customers understand what our products are

   c. To ensure that resources are used in the most effective way

   d. To simplify the marketing plan

3. Positioning is done to achieve:

   a. Customer focused value proposition

   b. Product focused value proposition

   c. Company focused value proposition

   d. None of the above

4. USP is defined as:

   a. Unique selling price

   b. Unique sales preposition

   c. Unique selling proposition

   d. Unique strategy promotion

5. A computer manufacturer decides to open a chain of shops to sell products. The reason is:

   a. Existing shops were prepared to accept lower profit margins

   b. It is much cheaper to open and run a chain of shops

   c. The manufacturer wants to control the product marketing

   d. The manufacturer wants to fulfill his entrepreneur dream

Q.II Develop an appropriate marketing mix for your own restaurant. (Assume that you have a suitable budget, and that reasonable expenditure is possible.)

Firstly, decide on your overall strategy and your target market (that is, what is going to make your restaurant successful in a very cluttered and competitive industry?).

Then outline the marketing mix for your restaurant. To assist you, listed below are some "thought starters" for options/choices. (Note: you don't need to consider ALL these ideas.)

Location	Innovative menu
Type of cuisine	Bookings etc.
Quality of food	Daily specials / set menus/ packaged meals
Children's menu	Type of service – table or self service
Offer take away/ home delivery	Type of staff
Outdoor seating	Alcohol available
Timings	Customer characteristics
Seating capacity	Quality of service
Themed restaurant	Advertising
Facilities	Promotional deals
Loyalty programs	Pricing/ discounts
Music/ entertainment	Value of your product
Competition	Website/ social media platforms

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QUESTIONS

1. Identify the target market for your restaurant? What is the USP of your restaurant that will make it successful? (That is, why will people come to your restaurant?   **(5 marks)**

2. Create an attractive marketing mix for your restaurant along with a suitable name.   **(15 marks)**