



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B.Sc. International Hospitality Management

Type: Semester End Assessment (SEA)

Date: 08/10/2024

Batch and Term: 2022-2025 and 7

Total Marks: 25

Time Duration: 2 Hours

Course Name: Marketing for Hospitality, Tourism and Leisure

Course Code: IHCH116

Instructor: Dr. Semele Sardesai

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.1. Answer the following multiple choice questions (10 questions x 1 mark each)

(Write the option fully ie. alphabet and the description)

(10 Marks)

1. What is the primary focus of the 'Product Dimension' in hospitality marketing?
 - a) Pricing strategies
 - b) Service offerings
 - c) Distribution channels
 - d) Market segmentation

2. Which of the following best describes 'Market Segmentation'?
 - a) Dividing the market into distinct groups with similar needs
 - b) Pricing products based on market conditions
 - c) Promoting products across various channels
 - d) Analyzing competitors' strategies

3. In the context of the hospitality industry, which of the following is a core product?
 - a) Complimentary breakfast
 - b) Room service
 - c) The hotel room itself
 - d) Free Wi-Fi

4. Which factor is considered a micro-environmental element in marketing?
 - a) Economic trends
 - b) Company policies
 - c) Technological advancements
 - d) Legal regulations



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5. Which marketing strategy involves setting a high price initially and lowering it over time?
- Penetration pricing
 - Skimming pricing
 - Cost-plus pricing
 - Value-based pricing
6. Which of the following is essential for effective market research in hospitality?
- Understanding customer feedback
 - Analyzing competitor prices
 - Exploring new marketing channels
 - Reducing operational costs
7. What is the main purpose of a 'Marketing Plan' in the hospitality industry?
- To increase operational efficiency
 - To outline the strategy for reaching target markets
 - To reduce marketing expenses
 - To improve staff training
8. Which of the following is a key aspect of 'Promotion Dimension' in marketing?
- Product development
 - Pricing strategy
 - Advertising campaigns
 - Customer service
9. Which of the following is NOT one of the 4 Ps of marketing?
- Product
 - Place
 - Position
 - Price



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10. Which element is crucial when choosing a business location in the hospitality industry?

- a) Market trends
- b) Proximity to competitors
- c) Cost of operations
- d) Accessibility for customers

Q.2. Answer any 3 questions from the following (3 x 5 = 15 marks)

- i) Explain the role of market segmentation and targeting in developing a marketing strategy for a new luxury resort. How would you segment the market and select the target audience? Provide a detailed approach. **(05 Marks)**

- ii) Evaluate the impact of external environmental factors on the pricing strategies of a mid-range hotel during an economic downturn. What adjustments would you recommend to ensure profitability? **(05 Marks)**

- iii) Create a strategic marketing plan for a boutique hotel focusing on the 'Promotion Dimension.' How would you integrate both online and offline promotional strategies to enhance brand visibility and customer engagement? **(05 Marks)**

- iv) A new organic restaurant is opening in a highly competitive area where customers are price-sensitive but also value quality. As a restaurant manager, which pricing strategy would you implement to attract customers while maintaining profitability, and why? **(05 Marks)**
