



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

M.Sc. INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMENT

Type: Semester End Assessment (SEA)

Date: 29/05/2025

Batch and Semester: 2024-26 & II

Total Marks: 40

Time Duration: 2 Hours

Course Name: Advanced Marketing Management

Course Code: IHT-507

Instructor: Dr. Lysette D'souza

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

- Q.1.** Define the term "experiential marketing." Describe the strategies that the hospitality industry employs to enhance visitor engagement and create unforgettable experiences. Develop a framework for brand loyalty. **(10 Marks)**
- Q.2.** In what ways can market segmentation be employed to optimize the competitiveness of destinations and customize tourism services to meet the diverse requirements of travellers? **(10 Marks)**
- Q.3.** Strategic use of the 7Ps of the marketing mix can be employed to enhance consumer satisfaction and competitiveness in the travel, hospitality, and tourism sector. Elaborate. **(10 Marks)**
- Q.4.** How can influencer marketing be leveraged to enhance brand visibility and engagement in the tourism industry, and what challenges should businesses be aware of when partnering with influencers? **(10 Marks)**