



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B. Sc. Culinary Arts

Type: Semester End Assessment (SEA)

Date: 09/04/2025

Batch and Semester: 2022-2025 and VI

Total Marks: 25

Time Duration: 2 Hours

Course Name: Marketing Management 1

Course Code: CAN007

Instructor: Dr. Lysette D'souza

This paper contains 02 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. Answer All Questions

- Q.1. Describe how the Tourism Industry uses demographic segmentation to position itself? Give examples. **(05 Marks)**
- Q.2. Can you briefly describe the 7 Ps and 7 Cs of the Marketing Mix and explain them with relevant examples? **(05 Marks)**
- Q.3. In the study of product dimensions, explain the four product levels and give examples from the hospitality industry. **(05 Marks)**
- Q.4. Analyze the case study on Tourism in Goa and answer the questions **(10 Marks)**

Tourism in Goa

With the advent of the experience economy, Goa found it difficult to attract the high end and quality tourists as it did not have much to offer other than the commercialized golden beaches. The high end and quality tourists are on the lookout for astonishing and amazing experiences. Destinations like Thailand, Malaysia, Dubai, Singapore, China, Indonesia, Sri Lanka, have been attracting tourists from all over the world with their excellent experiential marketing activities staged especially for the satisfaction of the tourists by creating value and maintaining core capabilities in the tourism industry. Goa's image of sun, sand and sea coupled with parties, clubs and casinos attract the young energetic tourists with limited means and the budget tourists. Understanding the importance of tourism for the growth of the economy, the government of Goa along with the private players have started working on various projects to attract the premium tourists by building tourist attractions, improving infrastructure facilities and uplifting the image of Goa.

Experiential Marketing in the Tourism Industry

Schmitt defined experiential marketing as customers' developing recognition of and purchasing goods or services from a company or brand after they experience activities and perceive stimulations. Experiential marketing is a growing trend worldwide, with enthusiasts reported in all sectors of the global economy,



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from consumer products such as Ford Motor Company to health care providers such as the North Hawaii Community Hospital to the Smart Phone Industry. In fact, tourism is known as a service industry, or the recreation industry or the industry of experience.

In today's world our hectic lifestyle has increased the levels of stress and tension many fold and tourists have placed a lot of importance to the word holiday and look forward to a stupendous fun filled holiday. They look out for pleasure, feelings and fun from products or service providers during their consumption. In the era of experiential marketing, the focus is on customer experiences and lifestyles and not product performance. The tourism and hospitality consumption has become more qualitative, more demanding and more varied. Modern tourism offers a wide variety of experiences for travellers who crave diverse scenery, cultures and local life styles by offering complex consumption opportunities. Demand for extraordinary experiences, creating extraordinary from ordinary and enhancing and managing experiences in order to gain a competitive advantage over other destinations is a major trend in the tourism industry, since tourists are no longer satisfied with conventional services. World over tour operators, government bodies and private players engage various experiential marketing strategies and campaigns to outdo their counterparts. The goal of every destination is to attract the increasing number of tourists by aggressively designing, continuously innovating, and managing the consumer experiences. The tourism industry endeavors to provide value and life time experiences to tourists who value free time. Today more and more companies are shifting their attention and efforts from premium prices or superior quality to memorable experiences as it has a significant impact on organizational performance in terms of customer satisfaction, retention and loyalty. The reason behind the continuing growth in demand for experiential marketing is that it works for both brands and customers

Questions:

- Q. A. Explain the importance of using experiential marketing techniques even in a highly commercialized market?
- Q. B. Describe the recent trends in experiential marketing in the travel and tourism industry?
