



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B.Sc. International Hospitality Management

Type: Semester End Assessment (SEA)

Date: 30/09/2025

Batch and Term: 2023-2026 and VII

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.



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Q.1. Answer the following multiple choice questions (10 Questions x 1 Mark Each)

(Write the option fully i.e. alphabet and description)

(10 Marks)

1. 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
2. Which marketing mix element involves the decisions related to where and how a product is delivered to customers?
 - a) Product
 - b) Price
 - c) Promotion
 - d) Place
3. In consumer behaviour, what does the 'buyer decision process' primarily focus on?
 - a) Brand loyalty
 - b) Price sensitivity
 - c) Stages of decision making
 - d) Marketing communication
4. Which of the following is NOT a method of market segmentation?
 - a) Geographic segmentation
 - b) Behavioral segmentation
 - c) Strategic segmentation
 - d) Demographic segmentation



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5. What is the key factor in determining the price of a hospitality service?
 - a) Distribution channels
 - b) Competitor pricing
 - c) Product packaging
 - d) Branding
6. Which of the following is the first step in the marketing planning process?
 - a) Market segmentation
 - b) Situation analysis
 - c) Market research
 - d) Product development
7. Which term refers to the set of activities used to communicate and promote a product to potential customers?
 - a) Sales management
 - b) Marketing environment
 - c) Promotion
 - d) Distribution
8. Which of the following best describes the micro perspective in the tourism and hospitality industry?
 - a) Analysis of global tourism trends
 - b) Examination of individual businesses within the industry
 - c) Evaluation of government policies affecting tourism
 - d) Assessment of environmental sustainability in tourism



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9. Which of the following is an example of a tangible product dimension in hospitality?
- a) Customer service
 - b) Room amenities
 - c) Brand reputation
 - d) Market positioning
10. What is a core characteristic of the macro-environment that impacts the marketing environment?
- a) Company policies
 - b) Competitors
 - c) Economic conditions
 - d) Customer feedback

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

- i). Imagine you are the manager of a hotel chain considering a new property in a popular tourist destination. How would you apply both micro and macro perspectives to make an informed decision on whether to invest in this new property? **(05 Marks)**
- ii). A new five-star resort is opening in a coastal city known for luxury tourism. What pricing strategy would you recommend for the resort's launch, and why? **(05 Marks)**
- iii). Consider a scenario where a resort is experiencing low customer retention rates. How could the resort use market segmentation and targeted marketing strategies to improve customer retention and loyalty? Explain the steps you would take. **(05 Marks)**
- iv). In the tourism industry, promotion plays a crucial role in attracting potential travelers and enhancing brand visibility. As a marketing manager for a new travel agency, how would you integrate both traditional and digital promotional strategies to effectively reach your target audience? Provide specific examples of tactics you would use for each. **(05 Marks)**