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of  
INTERNATIONAL HOSPITALITY EDUCATION

### B.Sc. International Hospitality Management

Type: Semester End Assessment (SEA)

Date: 15/01/2026

Batch and Term: 2023 - 2026 and Term VIII

Total Marks: 25

Time Duration: 2 Hours

Course Name: Marketing Strategy for Hospitality, Tourism and Leisure

Course Code: IHCH118

Faculty: Ms. Nelissa Alcasoas

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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### Answer all questions

**Q.1. Choose the best option –**

**(5 Marks)**

- 1) In international markets, companies should:
  - A) Use the same segmentation strategy for all markets
  - B) Focus solely on price-sensitive consumers
  - C) Consider cultural, economic, and regional differences when segmenting
  - D) Standardize all marketing strategies across countries
  
- 2) Which strategic tool helps evaluate the market position of a business relative to its competitors?
  - A) BCG Matrix
  - B) Ansoff Matrix
  - C) SWOT Analysis
  - D) Porter's Five Forces
  
- 3) In value marketing, how is value typically measured by consumers?
  - A) By comparing the product to competitors' prices only
  - B) By assessing the benefits they receive relative to the cost of the product
  - C) By evaluating the product's environmental impact
  - D) By the number of advertisements they see
  
- 4) Which of the following is a direct result of successful value marketing for a company?
  - A) Increased customer retention and loyalty
  - B) Decreased competition in the market
  - C) Reduction in customer service inquiries
  - D) Reduced product differentiation in the market



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5) Which of the following is NOT one of the components of the promotional mix?

- A) Advertising
- B) Public Relations
- C) Sales Promotion
- D) Product Packaging

**Q.II.** The term “critical incident” refers to a service encounter where the customer is extremely dissatisfied with the service firm and/or its staff. A critical incident is where the consumer believes that the service provider has “crossed the line” and the level of service is simply unacceptable. In these situations, some consumers will choose to switch service providers, whereas others will complain directly to the firm, or post messages on social media regarding the situation.

Here is a list of potentially critical incidents for a customer of a **Restaurant**:

- Over crowding
- Long waiting time
- Other loud customers
- Exorbitant service charges
- Rude service encounter

**Questions**

a) From the above critical incidents list – if these were to occur to a customer, what could the service firm do to rectify (that is, implement service recovery) the situation and “save” the customer’s business? **(10 Marks)**



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**Q.III.** Draw the Product Life Cycle of the following product and explain which stage it is currently in –  
**KFC Zinger Burger.** Based on the stage in the product life cycle, identify what the sales, profits and competition would be for the product. Identify the marketing strategy that the firm should adopt during the current stage. **(10 Marks)**

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