

- Q.19 Discuss the role of physical evidence in hospitality services. What are some key elements of physical evidence, and how do they influence customer perceptions?
- Q.20 Define digital marketing in the context of hospitality. How do social media and search engine optimization (SEO) contribute to a hotel's marketing efforts?
- Q.21 Explain the importance of public relation in the hotel industry. How can effective PR strategies enhance a hotel's reputation and customer relations?
- Q.22 Discuss the meaning of pricing in hospitality marketing. What are some key factors that influence pricing policies, and how do these factors affect a hotel's competitive positioning?

Section-D

Note: Long answer questions. Attempt any two question out of three Questions. (2x8=16)

- Q.23 Describe how e-commerce has transformed marketing strategies in the hospitality industry. What are the key benefits of online booking platforms for both customers and businesses?
- Q.24 Identify and explain the key factors that influence pricing policies in the hospitality sector. How do these factors help in setting competitive prices?
- Q.25 Describe the new service product development process in the hospitality industry. What are the key stages involved, and how do they contribute to creating successful service offerings?

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Roll No.

5th Sem.

Branch : Hotel Management & Catering Technology

Subject : Hospitality Service Marketing

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple Choice Questions. All Questions are compulsory. (6x1=6)

- Q.1 What is the primary focus of hospitality marketing?
- Selling goods
 - Enhancing guest experiences
 - Increasing Production
 - Reducing costs
- Q.2 Which of the following is NOT one of the 7P's of marketing?
- People
 - Process
 - Packaging
 - Physical evidence
- Q.3 What is loyalty-based marketing?
- Encouraging repeat business through reward and recognition
 - Offering discounts to all customers
 - Focusing only one new customers
 - Reducing service quality

- Q.4 Which of the following is an example of digital marketing in hospitality
- Flyers
 - Word of mouth
 - Bill boards
 - Social media campaigns
- Q.5 Which of the following is an example of a tangible product in hospitality?
- A hotel room
 - A reservation
 - Customer service
 - A dining experience
- Q.6 What is a common characteristic of services in the hospitality sector?
- Services are produced in bulk
 - Services are perishable and cannot be returned
 - Services can be physically touched
 - Service are always consistent in quality

Section-B

Note: Objective/Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 What are the key features of hospitality marketing?
- Q.8 What is the product mix in hospitality?
- Q.9 Explain the meaning of pricing in hospitality.
- Q.10 Explain the concept of relationship marketing in hospitality. How does it benefit businesses?

- Q.11 Define marketing in the context of hospitality.
- Q.12 Define branding in the hospitality sector.

Section-C

Note: Short answer type Question. Attempt any eight questions out of Ten Questions. (8x4=32)

- Q.13 Define marketing in the context of hospitality and explain its importance in enhancing guest experiences. Provide examples of how effective can attract and retain customers.
- Q.14 What are some common methods used in pricing strategies within the hospitality sector? Discuss how these methods can impact customer perception and demand.
- Q.15 Describe the new service product development process in hospitality. What are the key stages involved, and how can each stage contribute to successful service innovation?
- Q.16 Define branding in the hospitality sector. Discuss its importance and how effective branding can influence customer perceptions and loyalty.
- Q.17 Identify and explain different means of promotion in the hospitality sector. How do advertising and sales promotion techniques differ in their objectives and execution.
- Q.18 Explain the concept of relationship marketing in hospitality. How can building strong relationships with customers lead to increased loyalty and repeat business?