

- 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. $(2 \times 8 = 16)$

- 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?

No. of Printed Pages : 4

Roll No.

223956

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. $(6 \times 1 = 6)$

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

Q.4 Which of the following in an example of digital marketing in hospitality

- a) Flyers
- b) Word of mouth
- c) Bill boards
- d) Social media campaigns

Q.5 Which of the following is an example of a tangible product in hospitality?

- a) A hotel room
- b) A reservation
- c) Customer service
- d) A dining experience

Q.6 What is a common characteristic of services in the hospitality sector?

- a) Services are produced in bulk
- b) Services are perishable and cannot be returned
- c) Services can be physically touched
- d) Services 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?