Module I: Basic of Marketing



Full marks: 10

Points: -/10

1. Complete it.

Customer Expectations + ----- = Customer Satisfaction * (-/1 Points)

Service Performance

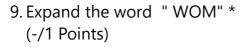
2. Travel Agents and Tour Operators are the example of which marketing mix? * (-/1 Points)

Promotion

3. Running a non-profit organization could be what kind of need of a human being as per Maslow's Theory? * (-/1 Points)

Running a non-profit organization comes under "Love/Belonging Needs" according to Maslo

? (-/1 Points)	*
Influencers	
5. Product Life	Cycle concept was coined in which year? *
(-/1 Points)	
1941	
1950	
1960	
1980	
(-/1 Points)	ur Characteristics of Hospitality Industry. * dustry has many characteristics such as intangible, perishable, inseparable, simu
(-/1 Points) Hospitality ind	
(-/1 Points) Hospitality independent 7. As a student	dustry has many characteristics such as intangible, perishable, inseparable, simu
(-/1 Points) Hospitality income. 7. As a student (-/1 Points)	dustry has many characteristics such as intangible, perishable, inseparable, simu
(-/1 Points) Hospitality ind 7. As a student (-/1 Points) Yes No No	dustry has many characteristics such as intangible, perishable, inseparable, simu



Word of mouth marketing

10. Write all Ps of marketing Mix. * (-/1 Points)

Product, Place, Price, Promotion, Physical Evidence, People, and Processes.

This content is created by the owner of the form. The data you submit will be sent to the form owner. Microsoft is not responsible for the privacy or security practices of its customers, including those of this form owner. Never give out your password.

Powered by Microsoft Forms | Privacy and cookies (https://go.microsoft.com/fwlink/p/?linkid=857875) | Terms of use (https://go.microsoft.com/fwlink/p/?Linkld=2083423)