

# 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

4. People with expertise who may help determine specifications are known as \_\_\_\_\_? \*

(-/1 Points)

Influencers

5. Product Life Cycle concept was coined in which year? \*

(-/1 Points)

☐ 1941

☐ 1950

☒ 1960

☐ 1980

6. Write the four Characteristics of Hospitality Industry. \*

(-/1 Points)

Hospitality industry has many characteristics such as intangible, perishable, inseparable, simu

7. As a student using i-phone could be your want? \*

(-/1 Points)

☒ Yes

☐ No

8. Hotel room, Airline seat, Cruise Cabin, Restaurant Table are the example of which of the Characteristics of Hospitality Industry? \*

(-/1 Points)

perishability

9. Expand the word " WOM" \*  
(-/1 Points)

Word of mouth marketing

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

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

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