

24U284

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Name :

Reg. No :

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2025

(FYUGP)

CC24UBHC2FM106 - SERVICE MARKETING

(Hotel Management and Catering Science - MDC)

(2024 Admission - Regular)

Time: 1.5 Hours

Maximum : 50 Marks

Credit: 3

Part A (Short answer questions)

Answer **all** questions. Each question carries 2 marks.

1. Report on the major challenges that both global and Indian tourism markets face in the post-pandemic era. [Level:2] [CO1]
2. Interpret how customer feedback on platforms like TripAdvisor influences a hotel's reputation and sales. [Level:2] [CO1]
3. Report the challenges faced by hotels in implementing an effective marketing mix. [Level:2] [CO1]
4. Execute a competitor analysis to assess how a hotel's marketing performance compares in the market. [Level:3] [CO2]
5. Solve a hotel's problem of low occupancy by selecting a new target market. [Level:3] [CO2]
6. Prioritize key challenges that can affect the accuracy of sales forecasting in the hospitality industry. [Level:5] [CO3]
7. Debate whether internal promotions are better than external hiring for filling sales leadership roles. [Level:5] [CO3]
8. Defend the role of data-driven decision-making in optimizing hotel marketing campaigns. [Level:5] [CO3]
9. Organize a hotel's advertising needs based on branding, media placement, and content creation. [Level:4] [CO4]
10. Categorize different types of advertising used in hotel sales and marketing (traditional, digital, in-house). [Level:4] [CO4]

(Ceiling: 16 Marks)

Part B (Paragraph questions/Problem)

Answer **all** questions. Each question carries 6 marks.

11. Conclude how branding and positioning impact a hotel's market competitiveness and long-term business growth. [Level:2] [CO1]

12. Compare how market research and competitor analysis help in shaping an effective hospitality marketing plan. [Level:3] [CO2]
13. Estimate the role of market research in developing a successful hospitality marketing action plan. [Level:3] [CO2]
14. Criticize the challenges associated with setting fair and achievable sales targets in different hotel categories. [Level:5] [CO3]
15. Examine the impact of social media advertising on hotel sales compared to traditional brochure advertising. [Level:4] [CO4]

(Ceiling: 24 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

16. Conclude how personalized services and loyalty programs contribute to customer satisfaction and competitive advantage in the hospitality industry. [Level:2] [CO1]
17. Choose the most effective sales techniques for a hotel sales office, explaining how each technique contributes to increasing bookings and revenue generation. [Level:5] [CO3]

(1 × 10 = 10 Marks)
