

25U277

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Name :

Reg. No :

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2026

(FYUGP)

(Regular/Supplementary/Improvement)

CC24UBHC2FM106 - SERVICE MARKETING

(Hotel Management and Catering Science - MDC)

(2024 Admission onwards)

Time: 1.5 Hours

Maximum : 50 Marks

Credit: 3

Part A (Short answer questions)

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

1. Clarify the significance of digital marketing in promoting hotel services and attracting guests. [Level:2] [CO1]
2. Predict the future trends in hotel sales and marketing based on current industry developments. [Level:2] [CO1]
3. Discuss the impact of customer service (People) on guest satisfaction in the hospitality industry. [Level:2] [CO1]
4. Solve the issue of low conversion rates in a hotel's digital marketing campaign. [Level:3] [CO2]
5. Determine the best marketing channels for reaching eco-conscious travelers. [Level:3] [CO2]
6. Rate the significance of customer retention targets in a hotel's long-term sales strategy. [Level:5] [CO3]
7. Rank the factors that contribute most to high customer retention in hotel sales. [Level:5] [CO3]
8. Judge the effectiveness of time series analysis in identifying seasonal sales patterns in hotels. [Level:5] [CO3]
9. Examine the role of customer testimonials in enhancing hotel credibility through advertising. [Level:4] [CO4]
10. Detect potential risks of relying solely on digital marketing agencies for hotel promotions. [Level:4] [CO4]

(Ceiling: 16 Marks)

Part B (Paragraph questions/Problem)

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

11. Classify the different phases of Indian tourism from ancient times to the present and explain the factors influencing its growth. [Level:2] [CO1]
12. Apply the key factors influencing the selection of target markets in the hospitality industry. [Level:3] [CO2]
13. Compare how market research and competitor analysis help in shaping an effective hospitality marketing plan. [Level:3] [CO2]
14. Choose the most effective sales techniques used in hotel marketing and justify your selection. [Level:5] [CO3]
15. Group various types of advertising strategies based on their suitability for luxury hotels versus budget hotels. [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. Rate the effectiveness of different sales reporting methods in hospitality marketing, evaluating their role in revenue tracking and decision-making. [Level:5] [CO3]

(1 × 10 = 10 Marks)
