

25U290S

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Name :

Reg. No :

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2026

(FYUGP)

CC24UBHC2MN102 - HOSPITALITY MARKETING

(Hotel Management and Catering Science - Minor Course)

(2024 Admission - Supplementary/Improvement)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. Discuss the importance of increasing revenue through strategies like boosting occupancy rates and maximizing ADR. [Level:2] [CO1]
2. Summarize the key benefits of marketing for revenue generation in the hospitality sector. [Level:2] [CO1]
3. Apply the concept of behavioral segmentation to a budget hotel's marketing strategy. [Level:3] [CO2]
4. Apply the concept of behavioral segmentation to a hotel's loyalty program. [Level:3] [CO2]
5. Apply data analytics from CRM to tailor a promotional campaign for a spa resort. [Level:3] [CO3]
6. Practice creating a loyalty program that rewards frequent guests of a business hotel. [Level:3] [CO3]
7. Execute a promotional campaign using an integrated marketing communications (IMC) approach for a new restaurant launch. [Level:3] [CO3]
8. Research the role of personalized guest experiences in increasing customer loyalty within hospitality marketing. [Level:4] [CO4]
9. Construct a plan for collecting and utilizing customer feedback to improve service quality. [Level:4] [CO4]
10. Construct a timeline for implementing a marketing plan in the hospitality industry. [Level:4] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

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

11. Mention the key marketing trends in the hospitality industry and analyze how they shape future marketing strategies. [Level:2] [CO1]

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| 12. Mention various marketing strategies used by hospitality marketing managers to increase occupancy rates and attract guests. | [Level:2] [CO1] |
| 13. Compose an explanation of how analyzing customer behavioral data can improve personalized marketing strategies in the hospitality sector. | [Level:6] [CO2] |
| 14. Compose an analysis of how market segmentation improves customer satisfaction and enhances brand loyalty in the hospitality industry. | [Level:6] [CO2] |
| 15. Adapt the 7Ps of the marketing mix to a luxury hotel and explain how each element contributes to guest satisfaction. | [Level:3] [CO3] |
| 16. Execute a social media marketing plan for a new hotel opening, and explain how Instagram, TikTok, and influencer partnerships can create brand awareness and attract a global audience. | [Level:3] [CO3] |
| 17. Compare and contrast the green marketing strategies of ITC Hotels and Marriott International. | [Level:4] [CO4] |
| 18. Construct a strategy for monitoring and controlling a hotel's social media marketing campaign. | [Level:4] [CO4] |

(Ceiling: 36 Marks)

Part C (Essay questions)

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

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| 19. Select the most effective green marketing strategies for an eco-friendly resort and justify their potential impact on guest engagement and brand reputation. | [Level:4] [CO4] |
| 20. Describe the unique characteristics of hospitality marketing and how they differentiate it from marketing in other industries. | [Level:2] [CO1] |

(1 × 10 = 10 Marks)
