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Name : ....

Reg. No : ....

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2025

(FYUGP)

CC24UBHC2MN102 - HOSPITALITY MARKETING

(Hotel Management and Catering Science - Minor Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

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

1. Explain how online reputation management influences customer decisions in hospitality. [Level:2] [CO1]

2. Discuss how ethical considerations impact marketing activities in the hospitality industry. [Level:2] [CO1]

3. Apply the concept of behavioral segmentation to a hotel's loyalty program. [Level:3] [CO2]

4. Apply the concept of behavioral segmentation to a budget hotel's marketing strategy. [Level:3] [CO2]

5. Estimate the impact of user-generated content on social media engagement for a resort. [Level:3] [CO3]

6. Estimate the potential increase in revenue if a hotel implements a seasonal pricing strategy. [Level:3] [CO3]

7. Apply the concept of revenue management strategy in selecting the best distribution channels for a luxury resort. [Level:3] [CO3]

8. Compare the legal challenges of data privacy and consumer protection laws for hotels operating in different countries. [Level:4] [CO4]

9. Analyze the role of resource allocation in the successful implementation of a marketing strategy in the hospitality industry. [Level:4] [CO4]

10. Group the types of customer complaints and explain how each should be addressed. [Level:4] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

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

11. Explain why analytics and reporting are essential for a marketing manager in evaluating campaign performance and making data-driven decisions. [Level:2] [CO1]

12. Discuss the importance of employee training in addressing inseparability and ensuring high-quality service interactions. [Level:2] [CO1]

13. Design a digital marketing campaign for a hospitality business that incorporates market data analysis for targeted customer engagement. [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. Make a case for using AI-driven chatbots in hospitality marketing and explain how personalized offers could improve customer experience and drive bookings. [Level:3] [CO3]

16. Execute a social media contest strategy for a resort, and explain how organizing a photo contest with the hashtag #BestResortStay can drive user engagement and encourage repeat visits. [Level:3] [CO3]

17. Arrange the key steps involved in controlling marketing efforts for a hotel. [Level:4] [CO4]

18. Select the most effective AI-driven tools for dynamic pricing and personalized marketing in hospitality. [Level:4] [CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

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

19. Detect the most common challenges hospitality businesses face in managing customer complaints and suggest practical solutions to address them. [Level:4] [CO4]

20. Summarize the benefits of marketing in the hospitality industry and how it contributes to revenue generation and customer satisfaction. [Level:2] [CO1]

(1 × 10 = 10 Marks)

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