

QP Code: D 123558		Total Pages: 1	Name:
			Register No.
SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2025			
HOTEL MANAGEMENT AND CATERING SCIENCE			
BHC2FM106 – Service Marketing			
2024 Admission onwards			
Maximum Time :1.5 Hours		Maximum Marks :50	
Section A			
All Questions can be answered. Each Question carries 2 marks (Ceiling : 16 Marks)			
1	What do you mean by marketing mix?		
2	What is Indian tourist market?		
3	Give meaning of target markets.		
4	What are client information records?		
5	What is hotel advertising?		
6	State any two advantages of advertising.		
7	What is marketing division?		
8	Define long term sales forecasting.		
9	What is the need for hotel advertising?		
10	What are sales report?		
Section B			
All Questions can be answered. Each Question carries 6 marks (Ceiling : 24 Marks)			
11	Explain the evolution of Global tourist markets with examples.		
12	How do you evaluate the marketing plan?		
13	What is a role of marketing team in Hotel industry?		
14	Distinguish between short term and long term sales forecasting.		
15	Elaborate the compensation for Salesforce on achieving their targets.		
Section C			
Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)			
16	What is marketing mix and 8 P's in marketing?		
17	Discuss the importance of guest preference in hotel marketing.		