

QP Code: D 123559		Total Pages: 1	Name:
			Register No.
SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2025			
HOTEL MANAGEMENT AND CULINARY ARTS			
BSA2FM106 - 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	Define relationship marketing?		
2	What is meant by target market in the hotel industry?		
3	How does the marketing division contribute to the sales of a hotel?		
4	Mention two advantages of advertising for a hotel?		
5	What are the 4Ps of marketing?		
6	Explain the term market positioning?		
7	What is the importance of computerized client information records?		
8	Expand the following? a. CRM b. ROI		
9	Why guest preferences are important in hotel marketing?		
10	What do you mean by sales forecasting?		
Section B			
All Questions can be answered. Each Question carries 6 marks (Ceiling: 24 Marks)			
11	Explain the concept of hotel sales and marketing and its importance in the hospitality industry?		
12	Discuss the methods and tools used to assess the success of a hotel marketing strategy?		
13	Explain the difference between long-term and short-term sales forecasting?		
14	Describe the role of an advertising agency in promoting a hotel?		
15	Write down the key steps involved in developing and implementing a marketing action plan?		
Section C			
Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)			
16	Briefly explain in detail the importance of advertising in the hotel industry. How does it help in increasing sales and brand awareness?		
17	Discuss the historical evolution of global tourism markets and the factors that have shaped their growth?		