

**Service Marketing**

[Time: - 2½ Hours]

[ Marks: 75]

**N.B: 1. Attempt all questions.****2. Begin every main question on a new page.****3. Figures to the right indicate full marks.****Q1) Answer any three the following questions.****15**

- When a guest checks into a luxury five star hotel, what are the different points at which he or she is likely to have a service encounter?
- Explain the difference between a service encounter and a service chain.
- Define the term service. Explain any 3 characteristics of service.
- Explain the term market segmentation. Discuss any 2 types of market segmentation.
- Explain any 2 market positioning strategies.
- Explain the difference between undifferentiated and differentiated marketing strategy involved in the evaluation stage of target marketing.

**Q2) Answer any three the following questions.****15**

- What is branding? Give any 5 benefits of a strong brand for a hospitality firm?
- Explain the terms “Cost Based Pricing” and “Value Based Pricing”.
- What is the difference between “Market-Skimming Pricing” and “Market-Penetration Pricing”?
- What is communication or promotion mix. Briefly discuss any 3 promotional channels used for the promotion of hospitality products.
- Explain the pull and push strategy used during distribution and promotion of a product.
- Explain the meaning of service blue print. Give a relevant example with a diagram.

**Q3) Answer any three the following questions.****15**

- Why is relationship marketing important in today’s time of competition?
- Discuss any 5 qualities required in a successful entrepreneur who wants to enter into the hospitality sector.
- What do you think is the reason for success of multinational fast food chains in India? Do you think Indian chains have been able to make a mark abroad? Discuss with 1 example.
- Explain any 5 traits that will be displayed by guests of tomorrow.
- Online marketing today, is extremely advantageous for customer relationship management’. Explain.
- Briefly discuss the 5 stages that any customer undergoes before he or she buys a hospitality product.

**Q4) Write short notes on any five of the following.****15**

- Marketing plan
- Moment of truth
- Service gap
- Psychological Pricing.
- Service iceberg.
- Franchising
- Alliances

**PTO**

- h) Prestige Pricing.
- i) Reach, Frequency and Impact
- j) Media vehicles

**Q5) Write short notes on any five of the following.**

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- a) Any 3 qualities expected out of a sales representative at the time of recruitment.
- b) In-house merchandizing
- c) Personal selling
- d) Websites as a channel for online marketing
- e) Difference between “Tour Operator” and “Travel Agent”.
- f) “Cold Calling” with an example
- g) Salesmanship vs. sales management
- h) Public relations vs publicity
- i) B to B online marketing domains
- j) B to C online marketing domains

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