

Total No. of Questions: 4

Total No. of Printed Pages: 1

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/HSM355/2025/BSCHS_SEM5

TYBSCHS (Fifth Semester) Examination, 2025

HSM355 – Marketing of Services

(2023 Pattern)

Time: 1 Hour

Maximum Marks: 15

Instructions: -

- (i) Solve any three questions.
- (ii) All questions carry equal marks.
- (iii) Draw diagrams wherever necessary.

Q1. Explain the terms :

- | | |
|-----------------------|-------|
| A) Service encounter | [1] |
| B) Tangibility | [1] |
| C) Promotion | [1] |
| D) Servicescape | [1] |
| E) Customer Retention | [1] |

Q2. Discuss the concept of the additional 3Ps of Service Marketing with suitable examples. [5]

Q3. How you would segment and target customers for a luxury resort? [5]

Q4. Evaluate the role of physical evidence and social media in shaping a hotel's brand image. [5]
