

Total No. of Questions: 4

Total No. of Printed Pages: 1

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/HSM355/2026/BSCHS_SEM5

TYBSCHS (Fifth Semester) Examination, 2026

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) Consumer behaviour [1]
- B) Servicescape [1]
- C) Market Positioning [1]
- D) Physical Evidence [1]
- E) Service Quality [1]

Q2. Discuss the pricing methods with examples. [5]

Q3. Explain the process of service recovery with suitable example. [5]

Q4. Describe the characteristics of Service Marketing. [5]
