

Total No. of Questions: 4

Total No. of Printed Pages: 1

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/VSEC246/2026/BHMCT_SEM4_Revised

SYBHMCT (Fourth Semester) Examination, 2026

VSEC246 - MARKETING OF SERVICES

(Rev.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 Blue Print [1]**
- B) Consumer Behaviour [1]**
- C) Peripheral Evidence [1]**
- D) Market Segmentation [1]**
- E) Essential Evidence [1]**

Q2. Name four P's of marketing mix with example from the hospitality industry. [5]

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

Q4. A hotel is receiving many negative online reviews. Suggest ways to improve service quality to regain customer trust. [5]
