



**ELIZADE UNIVERSITY**  
**ILARA-MOKIN, ONDO STATE, NIGERIA**

**FACULTY: SOCIAL AND MANAGEMENT SCIENCES**  
**DEPARTMENT: HOTEL MANAGEMENT AND TOURISM**  
**SECOND SEMESTER EXAMINATIONS**  
**2018/2019 ACADEMIC SESSION**  
**COURSE CODE: HTM 210**  
**COURSE TITLE: PRINCIPLES OF HOSPITALITY MARKETING**  
**DURATION: 2 Hours**

**HOD'S SIGNATURE**

**INSTRUCTION: Answer any four (4) Questions.**

- 1a. There is no universally accepted definition of the subject of Hospitality Marketing. Discuss? (6 Marks).
- 1b. With the aid of diagram explain the concept of Service Performance Gap (SPG) as it applies to the Hotel industry? (9 Marks).
- 2a. Explain the concept of service in the context of hospitality management? (6 Marks).
- 2b. Highlight and explain types of service that are synonymous to hospitality industry? (9Marks).
- 3a. Explain the Strategic Approach/ to solving the problem of customer relation deterioration in Nigerian hospitality institutions? (7 Marks).
- 3b. Explain the Strategic Approach to Developing an organizational service culture in Nigerian hospitality institutions? (8 Marks).
- 4a. Highlight and explain reasons for the study of Hospitality Marketing? (4 Marks).
- 4b. Model in clear terms the philosophies of hospitality marketing? (6 Marks).
- 4c. Explain the benefits of a feasible customer care policy in hospitality industry? (5 Marks).

- 5a. With the aid of diagram explain Hospitality Marketing Mix? (8 Marks).
- 5b. Explain strategies by which hospitality managers sustains customer -winning service culture? (7 Marks).
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- 6a. As hotel management professional, highlight the needs of a business customer in the hotel industry? (6 Marks).
- 6b. Highlight the needs that motivates hotel guests to seek the services of hotel operators? (6 Marks).
- 6c. Highlight major characteristics of service in hospitality industry? (3 Marks).