

ASSESSMENT

Total Marks: 30

1. Give short answers to the following questions: (8)
 - i. What does 'hotel product' mean? Which components are included in it?
 - ii. Outline the factors that affect hotel pricing.
 - iii. What is franchising?
 - iv. What are the benefits of franchising in the hotel industry?
2. Compare a product mix of a city hotel with a resort hotel. Also, identify those services which may create a competitive difference between both types of hotel. (10)
3. Identify how important it is for a hotel located at a hill station to use "promotions" during the off season. Also, identify the possible sales promotion it can offer. (12)