

ASSESSMENT # 19

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 the product mix of a city hotel with that of a resort hotel. Identify those services that might create a competitive difference between the two types of hotel. (10)
3. Explain how important it is for a hotel located at a hill station to use "promotions" during the off season. Identify the possible sales promotions it might offer. (12)