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(Pages : 2)

Name.....

Reg. No.....

SIXTH SEMESTER U.G. (CBCSS-UG) DEGREE EXAMINATION, MARCH 2024

BHA

BHA 6B19—SALES AND MARKETING

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A*Answer the following in not exceeding one paragraph each.**Each question carries 2 marks.**(Maximum 25 marks).*

1. Define Globalization.
2. What is meant by peak period ?
3. What is meant by Product Segmentation ?
4. Define Market share.
5. What is meant by Demand ?
6. What is meant by Needs ?
7. Define Intangible products.
8. What is micro environment ?
9. Define marketing management.
10. Define Promotion.
11. Define Publicity.
12. Define Flier.
13. Define target market.
14. Define internal sales.
15. What is meant by market variables ?

(25 marks)

Turn over

Part B

*Answer the following in not exceeding 120 words.
Each question carries 5 marks.
(Maximum 35 marks).*

1. Write the value and satisfaction in Hospitality Industry with regards to marketing.
2. What are the five management functions ?–Brief.
3. Write the MIS with special reference to rooms ?
4. Give a note on product life cycle.
5. How is marketing information used to select target markets ?
6. Give a short note on brand equity.
7. Explain the principles and practices of Hospitality selling.
8. Give a note on potential intangible products.

(35 marks)

Part C

*Answer any **two** questions in not exceeding 3 pages.
Each question carries 10 marks.*

1. What group of consumers make up the extended stay market and how is the hospitality industry respond to their needs ?
2. What factors influence the organisation of a sales office ?
3. What are the factors influencing marketing environment ?
4. Why Marketing Information System is important in marketing ?

(2 × 10 = 20 marks)