

D 120039**(Pages : 2)****Name.....****Reg. No.....****SIXTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
MARCH 2025****B.H.A.****BHA 6B 19—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. Give an account on Branding.
2. What do you mean by Transaction ?
3. Comment on the difference between marketing and selling.
4. What is the role of Marketing research in Hospitality industry ?
5. What do you mean by Product mix ?
6. What is the purpose of 'approach' in Selling process ?
7. Define the concept of Pricing Strategy.
8. Differentiate between the term value and satisfaction in marketing.
9. Write the importance of Advertisement in marketing environment.
10. What do you mean by Product life cycle ?
11. Differentiate between Expected and Augmented products.
12. What do you mean by marketing mix ?
13. What do you mean by product and service ?
14. What is the symbiotic relationship between sales and marketing ?
15. Differentiate between tangible and intangible products.

Turn over

Part B

Answer the following questions not exceeding 120 words.

Each question carries 5 marks.

Maximum 35 marks.

1. Briefly explain the different steps involved in marketing process.
2. Briefly Explain the 4 Ps of marketing.
3. Write about the advantages and disadvantages of potential product.
4. Describe the application of various marketing concepts in hotel industry.
5. Comment on the different levels of product.
6. What do you mean by Pricing ? Write the factors influencing Pricing.
7. Write the Types of Marketing Environment.
8. What is sales promotion ? Briefly explain some important tools of sales promotion.

Part C

*Answer any **two** questions in not exceeding **three** pages each.*

Each question carries 10 marks.

1. Write a short note on the AIDA model with respect to their benefits in marketing.
2. What do you mean by service marketing ? Explain the role of service in Hospitality Industry.
3. What is the role of SWOT analysis as a marketing strategy in the field of Hospital industry ?
4. Explain in detail the concept, components and the scope of MIS in Marketing and Hospitality.

(2 × 10 = 20 marks)