

D 93930

(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

Hotel Management and Culinary Arts/Catering Science

BSH/C 1C 01—SALES AND MARKETING

(2019 Admissions)

Maximum : 60 Marks

Time : Two Hours

Section A

*Answer at least **eight** questions.*

Each question carries 2 marks.

All questions can be attended.

Overall Ceiling 16.

1. What is Societal Marketing Concept ?
2. What is Market ?
3. What is SWOT analysis ?
4. What is Brand Equity in marketing ?
5. Define Market Segmentation ?
6. What is Selling Concept ?
7. What is Demand ?
8. Give 4 examples for Hospitality Industries ?
9. What is Inseparability in Service Marketing ?
10. What is price skimming ?
11. What is Micro Environment ?
12. What is Product ?

(8 × 2 = 16 marks)

Turn over

Section B (Short Answer Type Questions)

*Answer at least **four** questions.*

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

13. Explain the 4 Characteristics of Hospitality Products.
14. How a Brand Equity Develops ?
15. Explain the 5 steps in Marketing Process.
16. Explain the Levels of Product.
17. Explain the 5 Concepts of Marketing.

(4 × 6 = 24 marks)

Section C (Essays)

*Answer any **two** questions.*

Each question carries 10 marks.

18. Explain about Product Life Cycle.
19. What is Advertising ? Explain the methods, advantages and disadvantages of Advertising.
20. Give your ideas about Goods and Services. Differentiate them.
21. Write an Essay on Marketing Environment.

(2 × 10 = 20 marks)