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Name.....

Reg. No.....

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021

Hotel Management and Culinary Arts/Catering Science

BSH/C1C01—SALES AND MARKETING

(2021 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A*Answer at least **eight** questions.**Each question carries 2 marks.**All questions can be attended.**Overall Ceiling 16.*

1. What is FMCG ?
2. What is transaction ? Give two examples.
3. What is AIDA ?
4. What is Micro Environment ?
5. What is a Product ?
6. What is Branding ?
7. What are the 4 stages in PLC ?
8. What is Intangibility in hospitality ?
9. What is Marketing Information System ?
10. What is Differential Pricing ?
11. What is Selling Concept ?
12. What is the difference between Advertisement and Promotion ?

(8 × 2 = 16 marks)

Section B (Short Answer Type Questions)*Answer at least **four** questions.**Each question carries 6 marks.**All questions can be attended.**Overall Ceiling 24.*

13. Difference between Marketing and Selling Concepts.
14. Explain the various types of Advertisement modes.

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15. What do you mean by Internal and External Marketing Environment ?
16. Differentiate between Need, Want and Demand.
17. Explain the Levels of Product.

(4 × 6 = 24 marks)

Section C

*Answer any two questions.
Each question carries 10 marks.*

18. Explain the Elements of a Brand.
19. Explain the Components of Marketing Information System.
20. Explain the 7 P's of Service Marketing.
21. Give your ideas about Goods and Services. Differentiate them.

(2 × 10 = 20 marks)

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