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(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2022**

Hotel Management and Culinary Arts/Catering Science

BSH/C1 C01—SALES AND MARKETING

(2019—2022 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A

*Answer the following questions.
2 marks each. (Maximum 20 marks)*

1. Define Marketing ?
2. What is Demand ?
3. What is the target market ?
4. What is Satisfaction in Marketing ?
5. What is Marketing Mix ?
6. What is marketing intelligence system ?
7. What is Augmented Product ?
8. What are the Components of hospitality industry ?
9. What are intangible products ?
10. What Is Market Segmentation ?
11. What is Branding ?
12. What is Guarantee clause ?

Section B (Short Answer Type Questions)

*Each question carries 5 marks.
Maximum marks 20.*

13. State the Characteristics of Hospitality and Tourism Business.
14. What are the benefits of Market Segmentation ?

Turn over

15. Write note about Product Bundle Pricing ?
16. What is the content of MIS ?
17. Brief about Core Marketing Concepts.

Section C

*Answer any **two** questions.
Each question carries 10 marks.
Maximum 20 marks.*

18. Explain about the internal factors play vital role in pricing decisions.
19. State the different steps in consumer decision-making process.
20. What are the types of Marketing Environment ? Explain.
21. What are the steps involved in an AIDA model ?

(2 × 10 = 20 marks)