

**D 53670**

(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2023**

Hotel Management and Culinary Arts/Catering Science

BSH/C1C01—SALES AND MARKETING

(2019—2023 Admissions)

Time : Two Hours

Maximum : 60 Marks

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

1. Define “Nature of Marketing”.
2. Brief about Want.
3. What is the importance of the marketing mix ?
4. Define Services.
5. What are the two ways of measuring advertising effectiveness ?
6. What is Advertising ?
7. What is Demand ?
8. Define MIS.
9. What is Global Marketing ?
10. What is generic product ?
11. What is Integrated marketing communications ?
12. What is competitive brand positioning ?

**Turn over**

**Section B (Short Answer Type Questions)**

*Each question carries 5 marks.  
(Maximum Marks 20)*

13. State the new Developments in the AIDA Model.
14. What is Geographical Pricing ?
15. What are the advantages of Sales promotion ?
16. What are the elements of macro-environment of marketing ?
17. What is SWOT ?

**Section C**

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

18. Discuss about Product Life Cycle Concept.
19. Explain about Demographic Market Segmentation.
20. What are the 7 P's of Services Marketing ?
21. What are the components of hospitality products ?

(2 × 10 = 20 marks)