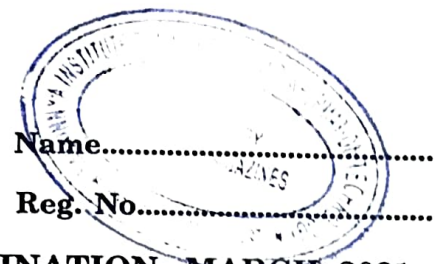


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SIXTH SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION, MARCH 2021

Hotel Management and Catering Science/Culinary Arts

HCS 6B 15/HCA 6B 15—HOTEL SALES AND MARKETING

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

1. _____ Market segments that a property identifies as having the greatest potential and towards which marketing activities are aimed.
2. A budget that starts at zero and forces planners to justify expenditure is _____ budget.
3. Generous reception and entertainment of guests is called _____.
4. A physical item that can be perceived by the sense of touch.
5. _____ process to analyze market opportunities selecting target markets, marketing mix etc.
6. _____ is the sum of the individual demand for a product from buyers in the market.
7. Small forces that affect its ability to serve its customers is called _____ environment.
8. _____ Environment – The major external and uncontrollable factors that influence an organization's decision-making.
9. _____ is a sector where the employment terms are fixed and regular.
10. _____ An elaborate and formal evening meal for many people.
11. MIS stands for _____.
12. _____ a place where people pay to sit and eat meals that are cooked and served on the premises.

(12 × 1 = 12 marks)

Part B

Answer all questions.

13. Define Organization.
14. What is meant by service industry?
15. Mention any two components of marketing environment.
16. Expand MKIS.
17. Define Equity.

Turn over

18. Define Micro environment.
19. What is meant by product mix ?
20. Define Selling.
21. Expand AIDA.

(9 × 2 = 18 marks)

Part C

Answer any five questions.

22. Brief about AID sales.
23. Write the steps in developing effective communication.
24. Write a short note on MIS.
25. Write a short note on Intelligence system.
26. Brief the contribution of Hospitality Industry to Indian Economy.
27. Write the difference between good and service product.
28. Write about ORMA.

(5 × 6 = 30 marks)

Part D

Answer any two questions.

29. Give an elaborate note on Marketing environment.
30. Write a note on product mix in hospitality business.
31. Write the concept and methodology of pricing.

(2 × 10 = 20 marks)

