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Name.....

Reg. No.....

FIRST SEMESTER B.A./B.Sc. DEGREE EXAMINATION, NOVEMBER 2019

(CBCSS—UG)

Hotel Management and Culinary Arts/Catering Science

BSH/C1 C01—SALES AND MARKETING

(Common for Catering Science and Culinary Arts)

[2019 Admissions]

Time : Two Hours

Maximum : 60 Marks

Section A

Answer the following questions.

2 Marks each. (Maximum 20 marks)

1. What is Market Demand ?
2. Define Hospitality Industry.
3. What is Generic Product ?
4. What is Branding ?
5. Define Promotion in marketing.
6. What is STP ?
7. What is Personal Selling ?
8. What is Macro Environment ?
9. What is SWOT analysis ?
10. What is Selling Concept ?
11. What do you mean by Relationship Marketing ?
12. Define Market Segmentation.

Section B

Short answer type questions.

Each carries 5 marks. (Maximum 20 marks)

13. Explain about 'Needs' and types of Needs.
14. What are the types of Sales Promotions ?
15. Explain the Five Pricing Strategies.

Turn over

16. Explain the 4 P's of Marketing.
17. Explain the 4 Characteristics of Hospitality Products.

Section C

Answer any two questions.

Each carries 10 marks. (Maximum 20 marks)

18. Explain the Components of Marketing Information System.
19. Write an Essay on Marketing Environment.
20. Give your ideas about Goods and Services ? What are the differences between Goods and Services ?
21. Explain the Elements of a Brand.

(2 × 10 = 20 marks)