

**15U636**

(Pages: 2)

Name: .....

Reg. No.....

**SIXTH SEMESTER B.Sc. DEGREE EXAMINATION, MARCH 2018**

(CUCBCSS-UG)

**CC15U HM6 B15 - HOTEL SALES AND MARKETING**

Catering Science & Hotel Management–Core Course

(2015 Admission)

Time: Three Hours

Maximum: 80 Marks

I. Objective Type Questions. Answer *all* questions.

1. Anything that can be offered to the market for consumption is known as \_\_\_\_\_  
a) Articles                      b) Product                      c) Goods                      d) None of these.
2. Marketing is a \_\_\_\_\_ process.  
a) Goal oriented              b) Exchange                      c) Social                      d) All of these.
3. Branding is a function of \_\_\_\_\_.  
a) Research                      b) Exchange                      c) Physical supply              d) Facilitating.
4. \_\_\_\_\_ is a name, term, sign, symbol or design or a combination of them intended to identify the goods and services.  
a) Label                      b) Brand                      c) Value                      d) None
5. The process of direct communication between the sales person and a prospect is called \_\_\_\_\_.  
a) Personal selling              b) Direct marketing              c) Advertising                      d) None of these.
6. Marketing is the process of converting the potential customers into \_\_\_\_\_.  
a) Actual customers                      b) Prospective customers  
c) Demand customers                      d) None of these.
7. Micro environment includes \_\_\_\_\_.  
a) Company                      b) Consumers                      c) Public                      d) All.

Answer in one or two sentences each:

8. Brand Mark.
9. Needs and wants.
10. SWOT analysis.
11. Brand equity.
12. Demand based pricing.

**(12 x 1 = 12 Marks)**

**II. Short Answer type questions. Answer *all* questions**

13. What is Telemarketing?
14. What do you mean by AIDA model?
15. What is Marketing Mix?
16. Define Marketing.
17. What is Cost plus pricing?
18. What is SMMR model?
19. What is Personal selling?
20. What is Sales promotion?
21. What is Barter system?

**(9 x 2 = 18 Marks)**

**III. Short Essay Type questions .Answer any *five* questions.**

22. Distinguish between Goods and Services.
23. Explain various factors influencing pricing decisions.
24. What is Branding? State the essentials of a good brand.
25. Explain various methods of Direct marketing.
26. Define Product. Explain various levels of product.
27. What is Marketing intelligence system? What are its benefits?
28. Explain the term Advertising and also describe different medium of advertisement?

**(5 x 6 = 30 Marks)**

**IV. Long Essay Type. Answer any *two* questions**

29. Define MIS. Explain the components of MIS?
30. Explain the characteristics of Hospitality products?
31. Explain Marketing Environments and Describe MICRO and MACRO environments.

**(2 x 10 = 20 Marks)**

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