

20U123

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Name:

Reg.No:

FIRST SEMESTER B.Sc. DEGREE EXAMINATION, NOVEMBER 2020

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BSH1 C01 - SALES AND MARKETING

(Hotel Management and Catering Science - Core Course)

(2019 Admission onwards)

Time : 2.00 Hours

Maximum : 60 Marks

Credit : 3

Part A (Short answer questions)

Answer *all* question. Each question carries 2 marks.

1. Write a note on exchange.
2. Explain equalization in marketing process.
3. Write a note on internal record system.
4. List out major 6 tourism products in Kerala.
5. How property management system help in Banquets& facilities?
6. Explain the meaning of potential product.
7. Define direct marketing.
8. Mention the meaning of marketing analysis strategy.
9. List out the points of opportunities in SWOT analysis in Hotel business.
10. What is marketing mix?
11. Define brand mark.
12. What you meant by organisational customer?

(Ceiling: 20 Marks)

Part B (Short essay questions)

Answer *all* question. Each question carries 5 marks.

13. Enumerate the features of modern marketing concept.

14. Evaluate the roll, importance and scope of hospitality business.
15. Define product. Explain the hospitality product.
16. State the difference between introduction stage and Growth stage in production life cycle.
17. State the difference between internal environment and external environment.
18. What do you meant by cost plus pricing method.
19. Explain the selling process in hotel business.

(Ceiling: 30 Marks)

Part C (Essay questions)

Answer any **one** question. Each question carries 10 marks.

20. What you meant by marketing concepts . Explain detail.
21. Define branding. Write in detail different brand concepts. List out 5 international hotel brand names.

(1 × 10 = 10 Marks)
