

**17U636**

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Name: .....

Reg. No.....

**SIXTH SEMESTER B.Sc. DEGREE EXAMINATION, APRIL 2020**

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

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

(Hotel Management & Catering Science - Core Course)

(2015 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

**Section A**

Answer *all* questions. Each question carries 1 mark.

Fill in the blanks:

1. .... are the form of human needs take as shaped by culture & individual personality
2. .... is the act of obtaining a desired object from someone by offering something in return.
3. .... is the want for specific product backed by on ability to pay.
4. .... is the father of Modern marketing.
5. In marketing.....is the focal point.
6. The major components of marketing mix are .....
7. Micro environment includes .....
8. .... is the name, term, design or other feature that identifies one sellers goods or service
9. The hospitality industry covers a wide range of organizations offering .....
10. Expand MIS
11. .... is the founder of Oberoi group of hotels
12. The marketing environment offers .....

**(12 x 1 = 12 marks)**

**Section B (Short Paragraph Questions)**

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

13. What are need, want & demand?
14. What is brand equity?
15. What is tele-marketing?
16. What is the difference between elastic & inelastic demand?
17. Distinguish between opportunity and threat?

18. How service is different from product?
19. Define the term marketing?
20. What is marketing mix
21. What is brand equity

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

**Section C** (Short Essay Questions)

Answer any *five* questions. Each question carries 6 marks.

22. Write the importance of communication.
23. Write about the various pricing strategies of hospitality industry.
24. Write the importance of branding
25. Write about product mix in hospitality industry
26. Write the various levels of product.
27. Explain about SWOT analysis.
28. Explain about macro & micro environment.

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

**Section D** (Essay Questions)

Answer any *two* questions. Each question carries 10 marks.

29. Write in detail the various components of marketing information systems.
30. Discuss the importance of AIDA model in marketing.
31. Explain in detail the SMMR model.

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

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