

18U142

(Pages: 2)

Name:

Reg. No.....

FIRST SEMESTER B.Sc. DEGREE EXAMINATION, NOVEMBER 2018

(CUCBCSS-UG)

CC18U HM1 C01 - SALES AND MARKETING

(2018 Admission - Regular)

Time: Three Hours

Maximum: 80 Marks

Section A

Answer all questions. Each question carries 1 mark.

Fill in the blanks:

1. is a name, term, sign symbol or design, or a combination of them intended to identify the goods and services.
2. In AIDA 'D' stands for.....
3. is the systematic approach to selling a product or services.
4. MIS stands for.....
5. Intangible form of product is called as.....
6. Which of the following is not included in micro environment
(A) Public (B) Economics (C) Suppliers (D) Customers
7. The process of direct communication between the sales person and a prospect is called.....
8. The task of any business to deliver..... at a profit.
9. marketing uses telecommunication devices to reach prospective customers.
(A) Direct (B) Tele (C) Catalog (d) None of these
10. refers to information a consumer has stored in their memory about a product or services.

(10 x 1 = 10 Marks)

Section B

Answer any *eight* questions. Each question carries 2 marks.

11. Define brand mark.
12. Mention any four merits of online marketing.
13. Is environmental analysis essential? Why?
14. What is brand equity?
15. State the essentials of good marketing system.
16. List out the objectives of pricing.
17. Define the terms need, want, demand.

18. Differentiate tangible and intangible products.
19. Explain hospitality product.
20. Mention any two latest trends in hospitality.

(8 x 2 = 16 Marks)

Section C

Answer any *six* questions. Each question carries 4 marks.

21. What do you mean by marketing intelligence system?
22. Differentiate product and services.
23. Evaluate the role, scope and importance of marketing information system.
24. What are the various levels of product?
25. Discuss various methods of pricing in hospitality industry.
26. Explain your ideas about the brand components.
27. What do you mean by cost plus pricing method?
28. Explain the personal selling process.

(6 x 4 = 24 Marks)

Section D

Answer any *two* questions. Each question carries 15 marks.

29. Explain SWOT analysis for hospitality industry.
30. Explain the various stages of product life cycle with diagram and state its importance in preparing marketing strategies.
31. List out the factors which effect the pricing decision of a marketing firm.

(2 x 15 = 30 Marks)
