

24U132S

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Name:

Reg.No:

FIRST SEMESTER B.Sc. DEGREE EXAMINATION, NOVEMBER 2024

(CBCSS - UG)

CC19U BSH1 C01 / CC20U BSH1 C01 - SALES AND MARKETING

(Hotel Management and Catering Science - Complementary Course)

(2019 to 2023 Admissions - Supplementary/Improvement)

Time : 2.00 Hours

Maximum : 60 Marks

Credit : 3

Part A (Short answer questions)

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

1. Explain the meaning of satisfaction .
2. What you meant by concentration in marketing process.
3. State the components of marketing information system.
4. Is essential marketing research for hotel sales and marketing. Why?
5. Mention the importance of MIS in hospitality business.
6. What you meant by augmented product?
7. Discuss the recent trends in online marketing.
8. Write a note on trend analysis in hotel sales and marketing.
9. Write a note on dynamic prices.
10. Explain offer package pricing package.
11. What you meant by brand loyalty?
12. What you meant by AIDA model sales.?

(Ceiling: 20 Marks)

Part B (Short essay questions - Paragraph)

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

13. Mention the meaning of global distribution system.(GDS)
14. Discuss managerial use of MIS in hospitality business.
15. Differentiate goods and services with example .
16. Write the difference between tangible product and intangible product.
17. Mention the meaning of trend analysis and marketing effectiveness.
18. Explain the threats in hospitality business according to SWOT analysis.

19. Mention the pricing methods of hospitality business .

(Ceiling: 30 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 5 marks.

20. What you meant by marketing concepts. Explain in detail.

21. Define branding. Write in detail different brand concepts. List out five international hotel brand names.

(1 × 10 = 10 Marks)
