

**16U636**

(Pages: 2)

Name: .....

Reg. No.....

**SIXTH SEMESTER B.Sc. DEGREE EXAMINATION, APRIL 2019**

(Regular/Supplementary/Improvement)

(CUCBCSS - UG)

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

Catering Science & Hotel Management – Core Course

(2015 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

I. Fill in the blanks. Answer **all** questions. Each question carries 1 mark.

1. In A.I.D.A, 'I' stands for .....
2. Tangible form of product is called as .....
3. Which of the following is not included in macro environment?  
(a) Political                      (b) economical                      (c) Public                      (d) Technology
4. The task of any business to deliver ..... at a profit.
5. .... marketing uses telecommunication device to reach prospective customers.  
(a) Direct                      (b) Tele                      (c) Catalog                      (d) None of these.
6. M.I.S stands for .....
7. The goods exchanged against goods are called as .....
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. .... is a systematic approach to selling a product or services.
11. Mention any revenue department of the hotel.
12. SMMR stands for .....

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

II. Short paragraph questions. Answer **all** questions. Each question carries 2 marks.

13. Explain need and want.
14. What is advertising?
15. Mention any four merits of personal selling.
16. Define the term brand.
17. Is environmental analysis essential? Why?
18. Mention the objective of branding a hotel.
19. Differentiate tangible and intangible products.
20. What is branding equity?

21. State the essentials of good marketing system.

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

III. Short essay. Answer any *five* questions. Each question carries 6 marks.

22. What do you mean by hospitality products?

23. Explain any four essentials of good brand?

24. Evaluate the role, scope and importance of marketing information system.

25. Differentiate products and service.

26. What are the various levels of product?

27. Define any two pricing methods in hospitality.

28. Explain SMMR model and communication mix in hospitality.

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

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

29. Explain SWOT analysis.

30. List out the factors which affect the pricing decision of a marketing firm.

31. Explain the marketing environment with a help of a suitable diagram.

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

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