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Name:

Reg. No.....

SIXTH SEMESTER B.Sc. DEGREE EXAMINATION, APRIL 2021

(CUCBCSS - UG)

CC15U HM6 B15 - HOTEL SALES AND MARKETING

(Hotel Management & Catering Science – Core Course)

(2015 to 2017 Admissions - Supplementary)

Time: Three Hours

Maximum: 80 Marks

I. Objective type of questions. Answer *all* questions.

1. ----- is a set of actual and potential buyers who might transact with seller.
a) Market b) Business c) Trade d) None of these
2. Marketing that convert negative demand to positive demand is known as -----
a) Conversational b) Maintenance c) Remarketing d) Developmental
3. ----- simply refers to product plan.
a) Merchandising b) Assembling c) R&D d) None of these
4. Anything that has the ability to satisfy a consumer is known as -----
a) Price b) Package c) Product d) Promotion
5. The process of direct communication between the sales person and a prospect is -----
a) Personnel selling b) Direct marketing c) Advertising d) None of these
6. Micro environment includes -----
a) Company B) Consumers c) Public d) All
7. The art of creating a brand is called -----
a) Brand management b) Marketing management
c) Material management d) None of these
8. SMMR stands for -----
9. Expand MIS.
10. Name one of the promotional tools.
11. The hospitality industry covers a wide range of organization offering -----
12. ----- marketing uses telecommunication device to reach prospective customers.

(12 x 1 = 12 Marks)

II. Short Answer Type Questions. Answer *all* questions.

13. Explain the term 'Hospitality product'.
14. Explain the term 'Brand'.
15. Explain the concepts need, want, and demand.

16. What is sales promotion?
17. Give examples of tangible and intangible products.
18. What is barter system?
19. Is advertising necessary? Why?
20. What are principles of AIDA?
21. What is publicity?

(9 x 2 = 18 Marks)

III. Paragraph Questions. Answer any *five* questions.

22. Explain your idea about brand components.
23. What do you mean by cost plus pricing?
24. Describe the evolution of marketing.
25. List out the objectives of pricing.
26. Describe the function of a product mix.
27. What do you mean by SWOT analysis?
28. Explain 'Public' with the help of examples.

(5 x 6 = 30 Marks)

IV. Essay Questions. Answer any *two* questions.

29. Explain your ideas about marketing environment and describe the terms micro and macro environments.
30. Explain the reasons for the growth in demand for service industry.
31. Explain your ideas about branding, and describe the main component of branding.

(2 x 10 = 20 Marks)
