

21U126

(Pages: 2)

Name:

Reg.No:

FIRST SEMESTER B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BSH1 C01 - SALES AND MARKETING

(Catering Science & Hotel Management - Complementary Course)

(2019 Admission onwards)

Time : 2.00 Hours

Maximum : 60 Marks

Credit : 3

Part A (Short answer questions)

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

1. Define transaction ?
2. Why marketing philosophies important in hotel business?
3. List out major 6 tourism products in Kerala.
4. State point of sales method in MIS .
5. Explain the roll in MIS House keeping department .
6. Mention the meaning of Business cenetre in Hotel sales and marketing.
7. Explain decline stage of product life cycle.
8. What do you meant by tele marketing
9. What is marketing mix?
10. Explain offer package pricing package.
11. What you meant by cross selling?
12. Mention the meaning B to C customer.

(Ceiling: 20 Marks)

Part B (Short essay questions - Paragraph)

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

13. Explain the evolution of marketing.
14. Explain personalisation marketing.

15. Discuss the tourism products in kerala with example.
16. State the various product mix in hospitality business.
17. Explain the roll of online marketing hospitality business.
18. In SWOT analysis explain the weakness of hotel industry.
19. Define the meaning of branding. What are the basic concepts of branding?

(Ceiling: 30 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

20. Explain modern marketing concept. What are the features of modern marketing concept?
21. Discuss the principles and practices of hospitality selling. Write the steps in selling process.

(1 × 10 = 10 Marks)
