

22U123

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Name:

Reg.No:

FIRST SEMESTER B.Sc. DEGREE EXAMINATION, NOVEMBER 2022

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BSH1 C01 / CC20U BSH1 C01 - SALES AND MARKETING

(Catering Science and 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. Write a note on marketing.
2. State 5 hospitality products.
3. Write a note on internal record system.
4. Write a note on marketing intelligence system.
5. How MIS help in restaurant and bars operations and services?
6. Write a note on introduction stage of production life cycle.
7. Mention the meaning of peak season in hospitality business.
8. Define the term “seasonal rate” as it’s used in the hotel industry.
9. Explain the key factors to Business success.
10. Mention the pricing strategy based on Forecasting.
11. Mention the meaning of brand universality.
12. What is your ideas brand components?

(Ceiling: 20 Marks)

Part B (Short essay questions - Paragraph)

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

13. What is marketing process. Explain the steps in marketing process.
14. How point of sales method used in hospitality business?
15. Differentiate goods and services with example .
16. State the meaning of augmented product and expected product.

17. Explain SWOT analysis. Write a note on internal analysis and external analysis.
18. How pandemic situations (covid19) affected hotel business?
19. Mention the successful hospitality sales strategies.

(Ceiling: 30 Marks)

Part C (Essay questions)

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

20. Discuss the growth potential of hospitality in Indian economy.
21. What you meant by pricing? Explain the pricing strategy of hospitality business.

(1 × 10 = 10 Marks)
