

**23U125**

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Name: .....

Reg.No: .....

**FIRST SEMESTER B.Sc. DEGREE EXAMINATION, NOVEMBER 2023**

(CBCSS - UG)

(Regular/Supplementary/Improvement)

**CC19U BSH1 C01 / CC20U BSH1 C01 - SALES AND MARKETING**

(Hotel Management and Catering Science - 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. What is modern marketing concept?
2. List out five Hospitality services.
3. Explain marketing intelligence system.
4. List out major six tourism products in Kerala.
5. State point of sales method in MIS.
6. Write the meaning of generic product.
7. State essentials of good marketing system.
8. Explain primary market research.
9. Explain the weaknesses of swot analysis in hospitality business.
10. Mention any four merits of online marketing.
11. Explain the meaning of brand equity.
12. What you mean by cost plus pricing method?

**(Ceiling: 20 Marks)**

**Part B** (Short essay questions - Paragraph)

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

13. Explain the meaning of marketing concepts.
14. What you mean by marketing decision support system?
15. How government considering hospitality as a source of income multiplier?
16. Explain the roll of promotion and communication in hospitality business.

17. State the difference between internal environment and external environment.
18. Explain the term advertising and also describe different medium of advertisement.
19. Explain principles and practices of hospitality selling.

**(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. Discuss the principles and practices of hospitality selling. Write the steps in selling process.

**(1 × 10 = 10 Marks)**

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