

**PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)**

**B.Voc DEGREE EXAMINATION MAY 2017  
(Fourth Semester)**

Branch- **HOSPITALITY MANAGEMENT**

**SALES & MARKETING**

Time : Three Hours

Maximum : 75 Marks

**SECTION-A (20 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks (10 x 2 = 20)

- 1 What is a market?
- 2 Give short notes on hospitality marketing.
- 3 What is target marketing?
- 4 Give short notes on Niche Marketing.
- 5 List out the four P's in marketing mix.
- 6 What is meant by Marketing research ?
- 7 Define the term ' Sales'.
- 8 Give short notes on yield management.
- 9 What do you understand by the term 'Public relations'?
- 10 Give two examples of distribution channels.

**SECTION - B (25 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Describe the nature and scope of marketing.  
OR  
b State the major trends in hospitality marketing.
- 12 a What is market segmentation? Why do you firms need to segment markets?  
OR  
b Define relationship marketing. Why has it become important?
- 13 a Distinguish between marketing and selling.  
OR  
b 'Marketing research is an aid to effective marketing decision'. Discuss.
- 14 a Define personal selling. Describe its importance in marketing.  
OR  
b How do you promote the sales using telephone? Explain.
- 15 a Bring out the various needs of advertising.  
OR  
b Describe the functions of channel of distribution.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

**ALL** Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Explain the importance and core concepts of marketing.
- 17 "The marketing environment in India is largely characterized as a "Seller's Market". Do you agree?
- 18 What is consumer behaviour? Explain the importance of consumer behaviour in marketing.
- 19 **Discuss the nature of hosnitality sales and marketing.**