

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

**BSc DEGREE EXAMINATION DECEMBER 2017
(Sixth Semester)**

Branch - CATERING SCIENCE & HOTEL MANAGEMENT

HOSPITALITY 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 Define marketing.
- 2 Define Globalization.
- 3 What do you understand by the term 'Target market'?
- 4 What are the four P's in marketing?
- 5 Who is a consumer?
- 6 List two examples of premonenal activity in a hotel?
- 7 Define personal selling.
- 8 What is merchandising?
- 9 Define publicity.
- 10 Define advertising.

SECTION - B (25 Marks)

Answer ALL Questions

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

- 11 a Write down the characteristics of service marketing.
OR
b Write short notes on the nature and scope of marketing?
- 12 a Write the importance of market segmentations.
OR
b Brief on "Market pasihoning"
- 13 a v List any five differences between marketing and selling.
OR
b Brief on 'Niche marketing'
- 14 a List the advantages of personal selling.
OR
b Write short notes on field management.
- 15 a What are the different types of advertising?
OR
b Brief on " public relation & hospitality industry".

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Discuss "Globalization impact on Hospitality industry"
- 17 Consumer behavior & the changing guest profile in the hospitality industry elucidate.
- 18 Explain the process of marketing research?
- 19 How do you a sales office —Discuss.
- 20 Discuss the need of advertising in Hotel industry.