

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

**Bvoc DEGREE EXAMINATION DECEMBER 2017
(Fourth Semester)**

Branch- HOSPITALITY MANAGEMENT

SALES AND MARKETING

Time : Three Hours

Maximum : 75 Marks

SECTION-A 120 Marks)

Answer **ALL** questions

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

- 1 Define Globalization.
- 2 What is Market?
- 3 Define Niche Marketing.
- 4 What is Target Marketing?
- 5 What do you mean by consumer market?
- 6 Write short note on Marketingmix.
- 7 Define the term yield management.
- 8 What do you mean by internal marketing?
- 9 Define Advertising.
- 10 What is Publicity?

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a What are the core concept of Marketing?
OR
b Explain the scope of Marketing.
- 12 a Describe-‘Market Positioning’.
OR
b Narrate‘Target Marketing’.
- 13 a Marketing mix is an important process-why?
OR
b What are the differences between consumer behaviour and buyer behaviour?
- 14 a Write the significances of sales in Hotel Industry⁷.
OR
b How do you make sales through telephone?
- 15 a Point out the needs of Advertising.
OR
b Clearly explain the term Publicity.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Explain the trends in Hospitality Marketing.
- 17 Clearly describe the nature of Relationship marketing.
- 18 Discuss the market research process.
- 19 Point out the nature of hospitality sales.
- 20 Narrate the different channels of distribution.