

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION MAY 2024
(Sixth Semester)

Branch – HOSPITALITY MANAGEMENT

SALES AND MARKETING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 The term "Marketing" refers to?
 - (a) Promotion of the product
 - (b) Focusing on Sales & profit
 - (c) Strategizing and implementing the organization process
 - (d) Set of activities to deliver customer value and satisfaction
- 2 In the Evolution of marketing, the production period ended in _____
 - (a) Late 1800s
 - (b) Early 20th century
 - (c) In the 1920s
 - (d) After the Second world war
- 3 In todays time marketing must be understood and developed as _____
 - (a) Getting the first movers' advantage
 - (b) Creating value for customers
 - (c) Pushing for higher sales and profits
 - (d) Creating Innovative products
- 4 Using a successful brand name to launch a new product in a different category is ____
 - (a) Line Extension
 - (b) Brand Expansion
 - (c) Brand Extension
 - (d) Branding
- 5 Which of the following is not a modern trend influencing distribution channels?
 - (a) E-Commerce
 - (b) Globalization
 - (c) Decentralization
 - (d) Centralization

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a. Highlight the scope of marketing.
OR
b. Outline the definition of Marketing.
- 7 a. State the importance of Niche marketing.
OR
b. Give a note on Market segmentation.
- 8 a. List out the steps involved in Market research.
OR
b. Explain about consumer behaviour.

Cont...

- 9 a. Enumerate the importance of telephone sales.
OR
b. Write a brief note on sales and marketing.
- 10 a. Bring out the advantages of advertising.
OR
b. Classify the types of advertising.

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a. Elucidate the core concepts of marketing
OR
b. Interpret the latest trends in hospitality marketing.
- 12 a. Discuss about marketing environment
OR
b. Describe about relationship marketing.
- 13 a. Distinguish between consumer market and consumer behaviour.
OR
b. Point out the obstacles faced in marketing.
- 14 a. Elucidate on yield management.
OR
b. Outline the importance of internal marketing.
- 15 a. State the importance and need for advertising.
OR
b. Interpret the channels of distribution involved in advertising.

Z-Z-Z

END