

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION DECEMBER 2024
(Sixth Semester)

Branch – HOSPITALITY MANAGEMENT

SALES & MARKETING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 How can marketing be best defined?
 - (i) Selling products
 - (ii) Creating, communicating, delivering, and exchanging offerings
 - (iii) Advertising goods
 - (iv) Conducting surveys
- 2 What is market segmentation?
 - (i) A method of selling products
 - (ii) Dividing a market into distinct groups of buyers
 - (iii) A strategy for direct marketing
 - (iv) Targeting only niche markets
- 3 Identify the first step in market research.
 - (i) Data analysis
 - (ii) Problem definition
 - (iii) Market segmentation
 - (iv) Promotion
- 4 What does yield management most commonly associated?
 - (i) Inventory control
 - (ii) Price optimization based on demand
 - (iii) Advertising
 - (iv) Customer service
- 5 What is primarily used for public relations in marketing?
 - (i) Direct selling
 - (ii) Enhancing brand image
 - (iii) Setting prices
 - (iv) Product delivery

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a) Explain the scope of marketing.
OR
b) Describe the importance of marketing in the hospitality industry.
- 7 a) Describe the process of market segmentation.
OR
b) Explain the concept of relationship marketing with examples.
- 8 a) Outline the major differences between marketing and selling.
OR
b) Describe consumer behavior in the hospitality industry.

Cont...

- 9 a) Explain the importance of personal selling in hospitality.
OR
b) Describe the role of internal marketing in hospitality sales.
- 10 a) Discuss the need for advertising in the hospitality industry.
OR
b) Explain different types of advertising channels.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a) Discuss the trends in hospitality marketing.
OR
b) Elucidate the core concepts of marketing and their relevance.
- 12 a) Analyze the significance of market positioning.
OR
b) Differentiate between niche marketing and target marketing.
- 13 a) Examine the steps involved in market research.
OR
b) Discuss the impact of consumer behavior on marketing strategies.
- 14 a) Analyze yield management and its role in hospitality sales.
OR
b) Discuss the methods of personal selling in the hospitality industry.
- 15 a) Discuss the various channels of distribution in the hospitality sector.
OR
b) Compare the roles of publicity and public relations in marketing.

Z-Z-Z

END