

**Cont...**

**SECTION - B (35 Marks)**Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Predict the functions of marketing management	K3	CO1
		(OR)		
	11.b.	Allocate value chain linkage in the hospitality industry		
2	12.a.	Differentiate between macro and micro environment	K4	CO2
		(OR)		
	12.b.	Identify the criteria for successful segmentation		
3	13.a.	Observe the elements of product policy	K2	CO3
		(OR)		
	13.b.	Factors influencing service policies.		
4	14.a.	Figure out the selection criteria of channels.	K4	CO4
		(OR)		
	14.b.	Point out objectives of promotion		
5	15.a.	Attain maintenance of physical evidence	K3	CO5
		(OR)		
	15.b.	Illustrate digital marketing		

**SECTION - C (30 Marks)**Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Summarize the core concept and evaluation of marketing	K5	CO1
2	17	Examine the method of market segmentation	K4	CO2
3	18	Ensure product mix in service marketing	K4	CO3
4	19	Predict the kind of channels in distribution	K5	CO4
5	20	Design a level of customer involvement in the process.	K6	CO5

Z-Z-Z

END