PSG COLLEGE OF ARTS & SCIENCE

(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2025

(Third Semester)

Branch - CATERING SCIENCE AND HOTEL MANAGEMENT

HOSPITALITY MARKETING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

 $(10 \times 1 = 10)$

Module Question (10 × 1 = 10)								
No.	No.	Question	K Level	CO				
1	1	Marketing is	LCVCI					
		a) Art b) Science	K1	CO1				
		c) Both a&b d) None of the abov						
		Which of the following reflects the marketing concept						
		philosophy?	K2	CO1				
	2	a) "We build them so you can buy them."						
:		b)"We're in the business of making and selling superior products."						
		c) "You won't find a better deal anywhere."						
		d) "We don't have a marketing department, we have a customer department."						
		The most dramatic of the environments that affect marketing and		CO2				
	_	appears to be now shaping our world is the environment.						
	3	a) Natural b) Demographic	K1					
		c) Economic d) Technological						
2	4	Good marketing is no accident, but a result of careful planning		CO2				
		and	77.0					
		a) Execution b) Selling	K2					
		c) Strategies d) Tactics						
į	5	The most basic level of a product is called as		CO3				
		a) Core product b) Central product	K 1					
		c) Fundamental product d) Augmented product						
3		Stage of Product Life Cycle.		CO3				
	6	a) Mature b) Growth	770					
•	0	c) Decline	K2					
		d) All of the above						
_		According to consumer promotion technique, the cash refunds						
	7	techniques are also classified as	K1	CO4				
		a) Price packs b) Sweepstakes						
4		c) Point of Purchase Promotions d) Cash Rebate						
4	8	A marketing channel that involves no intermediaries to make their	K2	CO4				
		products available to final buyers is classified as						
		a) Direct channel b) Indirect channel	KZ					
		c) Static channel d) Flexible channel						
	9	"a good product will sell itself" is characteristic of the	K1	CO5				
		period						
		a) Production b) Sales c) Marketing d) Relationship						
<u>.</u>	10	c) Marketing d) Relationship The ultimate aim of customer relationship management is to						
. 5		produce	K2	CO5				
		a) Sales volume						
		b) Customer equity						
		c) A reliable database						
		d) Profits	f	ĺ				

23HMU312N/23HMU312 Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

 $(5 \times 7 = 35)$

Module No.	Question No.	Question	K Level	СО
. 1	11.a.	Predict the functions of marketing management		
		(OR)	K3	CO1
	11.b.	Allocate value chain linkage in the hospitality industry		!
2	12.a.	Differentiate between macro and micro environment		CO2
		(OR)	K4	
	12.b.	Identify the criteria for successful segmentation		
3	13.a.	Observe the elements of product policy	К2	СОЗ
		(OR)		
	13.b.	Factors influencing service policies.		
4	14.a.	Figure out the selection criteria of channels.		CO4
		(OR)	K4	
	14.b.	Point out objectives of promotion		
5	15.a.	Attain maintenance of physical evidence		CO5
		(OR)	К3	
	15.b.	Illustrate digital marketing		

SECTION -C (30 Marks) Answer ANY THREE questions

ALL questions carry EQUAL Marks

 $(3 \times 10 = 30)$

Module No.	Question No.	Question	K Level	СО
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