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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.	Differentiate between goods and services.	K2	CO1
		(OR)		
	11.b.	Highlight the features of Hospitality Marketing.		
2	12.a.	Explain the uncontrollable factors associated with marketing environment.	K3	CO2
		(OR)		
	12.b.	Discuss the benefits of market segmentation.		
3	13.a.	Outline the factors influencing product mix.	K3	CO3
		(OR)		
	13.b.	Analyze the 'Product Life Cycle' in detail.		
4	14.a.	Explain the factors to be considered while selecting the distribution channels.	K4	CO4
		(OR)		
	14.b.	Sketch the importance of direct marketing in hospitality industry.		
5	15.a.	Appraise the role of employees in Internal marketing.	K4	CO5
		(OR)		
	15.b.	Discuss the various steps associated with service delivery.		

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	Elaborate on the value chain linkage in hospitality industry.	K1	CO1
2	17	Discuss in detail about the marketing environment.	K3	CO2
3	18	Write a detailed note on the hospitality products.	K3	CO3
4	19	Justify the significance of public relations in hospitality marketing.	K4	CO4
5	20	Debate on the role of customers in relationship marketing.	K4	CO5

Z-Z-Z END