

PSG COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 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

$$(10 \times 1 = 10)$$

Cont.,

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

 $(5 \times 7 = 35)$

Module No.	Question No.	Question	K Level	CO
1	11.a.	Differentiate between goods and services. (OR)	K2	CO1
	11.b.	Highlight the features of Hospitality Marketing.		
2	12.a.	Explain the uncontrollable factors associated with marketing environment. (OR)	K3	CO2
	12.b.	Discuss the benefits of market segmentation.		
3	13.a.	Outline the factors influencing product mix. (OR)	K3	CO3
	13.b.	Analyze the 'Product Life Cycle' in detail.		
4	14.a.	Explain the factors to be considered while selecting the distribution channels. (OR)	K4	CO4
	14.b.	Sketch the importance of direct marketing in hospitality industry.		
5	15.a.	Appraise the role of employees in Internal marketing. (OR)	K4	CO5
	15.b.	Discuss the various steps associated with service delivery.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

 $(3 \times 10 = 30)$

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