

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION DECEMBER 2022
(Sixth Semester)**

Branch – CATERING SCIENCE & HOTEL MANAGEMENT

HOSPITALITY SALES & MARKETING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (20Marks)

Answer ALL Questions

ALL questions carry EQUAL marks (10x2=20 Marks)

- 1 Define the term Marketing
- 2 What do you understand by the term Globalization?
- 3 What do you mean by consumer behavior?
- 4 Mention about Target market.
- 5 The purpose of Marketing Audit.
- 6 Explain Niche marketing.
- 7 List the importance of Sales.
- 8 Define Telephone selling.
- 9 What is Advertising?
- 10 Define the term Public relations.

SECTION-B (25 Marks)

Answer ALL Questions

ALL questions carry EQUAL Marks (5x5= 25 Marks)

- 11 a Describe the core concepts of Marketing.
OR
b Explain the characteristics of Services marketing.
- 12 a Interpret the characteristics affecting Consumer behavior.
OR
b Explain about Market segmentation.
- 13 a Distinguish between Marketing Vs Selling.
OR
b Interpret the elements of Marketing mix.
- 14 a Analyze the importance of Internal marketing.
OR
b Explain the term Yield management.
- 15 a Discuss the needs of Advertising.
OR
b Describe the major activities of PR departments.

Cont...

SECTION-C (30 Marks)

Answer **any THREE** Questions
ALL questions carry EQUAL Marks (3x10= 30 Marks)

- 16 Elucidate about the trends in Hospitality marketing.
- 17 Discuss about Market positioning and its strategies.
- 18 Explain the steps in a Marketing plan.
- 19 Discuss about Yield Management.
- 20 Write in detail about the different types of Advertising.

Z-Z-Z

END