

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2023  
(Third Semester)

Branch – CATERING SCIENCE AND HOTEL MANAGEMENT

HOSPITALITY MARKETING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Marketing is a process which aims at \_\_\_\_\_  
(i) Production (ii) Profit-making  
(iii) The satisfaction of customer needs (iv) Selling products
- 2 In which of the following segmentation criteria ? the predictability of consumer choice behavior is the highest ?  
(i) Psychological (ii) Demographic  
(iii) Behavioural (iv) Geodemographic
- 3 Which of the following is not an element of marketing mix?  
(i) Place (ii) Promotion  
(iii) Price (iv) Production
- 4 Distribution is a decision primarily regarding \_\_\_\_\_  
(i) Product (ii) Price  
(iii) Promotion (iv) Place
- 5 \_\_\_\_\_ doesn't fall under the category of digital marketing.  
(i) TV (ii) Billboard  
(iii) Radio (iv) Email

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Define Marketing and list out its importance in today's world.  
OR  
b List out the functions of Marketing management.
- 7 a Compare the micro environment with the macro environment.  
OR  
b List out benefits of market segmentation .
- 8 a Write a note on elements of product policy.  
OR  
b Write about various reasons for product failure.
- 9 a Write a short note on i) Order processing ii) Reverse logistics .  
OR  
b Define Advertisement and its objective.

Cont...

- 10 a What are the characteristics of services ?  
OR  
b Define Digital marketing and its importance.

**SECTION -C (30 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a Elaborate the various steps involved in Customer Decision Process.  
OR  
b Discuss the value chain linkage in hospitality industry.
- 12 a Explain criteria for successful market segmentation.  
OR  
b Describe “market segmentation” and discuss a variety of segmentation variables.
- 13 a Explain about factors influencing product mix.  
OR  
b Explain about factors influencing pricing policy.
- 14 a Discuss about factors considered in selecting the distribution channel.  
OR  
b Explain about direct marketing in hospitality industry?
- 15 a Write in brief, about the various products found in a large size hotel for service market.  
OR  
b What are the strategic programs for marketing of service?

Z-Z-Z

END