

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION MAY 2022
(Sixth Semester)

Branch – HOSPITALITY MANAGEMENT

SALES AND MARKETING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

1. Who is the father of Modern Marketing?
 - a) Abraham Maslow
 - b) Lester Wunderman
 - c) Peter Drucker
 - d) Philip Kotler
2. What does the term marketing means?
 - a) Advertising, Sales Promotion, Publicity and Public Relational activities
 - b) A new product needs ideas, Developments, concepts and improvements.
 - c) Sales Planning, Strategy and Implementation
 - d) A philosophy that stresses customer value and satisfaction.
3. Which segment focus on the customer personality and interest?
 - a) Psychographic
 - b) Demographic
 - c) Behavioral
 - d) Geographic
4. Name the strategy in which the whole market is considered as one.
 - a) Undifferentiated strategy
 - b) Concentrated marketing
 - c) Differentiated strategy
 - d) Niche marketing
5. How does a consumer get influenced?
 - a) Marketing factors
 - b) Personal factors
 - c) psychological factors
 - d) all the above
6. What leads to purchase decision?
 - a) Positive consumer Behavior
 - b) Buying attitude
 - c) standard of living
 - d) None
7. What is the function of sales in an organization?
 - a) Only loss generating
 - b) Neither loss nor revenue generating
 - c) Both loss as well as revenue generating
 - d) Only revenue generating
8. Identify the process of making a product available to the end consumer or business.
 - a) Sales
 - b) Barter
 - c) Exchange
 - d) Distribution
9. Expand EPR.
 - a) Enterprise Research Planning
 - b) Enterprise Resource Process
 - c) Enterprise Resale Planning
 - d) Enterprise Resource Planning
10. Which advertisement shows “wants” ads in the newspaper?
 - a) Classified advertisements
 - b) Product advertisements
 - c) Institutional advertisements
 - d) Non-commercial advertisements

Cont...

SECTION - B (25 Marks)

Answer ALL questions
ALL questions carry EQUAL Marks (5 x 5 = 25)

- 11 a. Highlight the importance of marketing.
OR
b. Brief the concepts involved in hospitality management.
- 12 a. Classify the types of market available for sales.
OR
b. Outline the importance of Niche marketing.
- 13 a. List out the steps involved in market research.
OR
b. Describe the consumers behavior towards the hospitality industry post pandemic.
- 14 a. Explain the nature of hospitality sales.
OR
b. Write a short note on yield management.
- 15 a. Expound the needs for advertising.
OR
b. Brief the function of channel of distribution.

SECTION -C (40 Marks)

Answer ALL questions
ALL questions carry EQUAL Marks (5 x 8 = 40)

- 16 a. Explain the latest trends in Hospitality Marketing.
OR
b. Describe the nature and scope of Marketing.
- 17 a. Expound the different types of segments in the market.
OR
b. Discuss about the relationship marketing.
- 18 a. Distinguish between marketing and selling.
OR
b. Write a note on types of consumers and consumer market.
- 19 a. Outline the importance of sales in hotel industry.
OR
b. Discuss on personal selling vs telephone sale.
- 20 a. Classify the different types of advertising and explain.
OR
b. Explain the importance of advertising.

Z-Z-Z

END