

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
Bvoc DEGREE EXAMINATION DECEMBER 2019
(Fourth Semester)

Branch - HOSPITALITY MANAGEMENT

SALES & MARKETING

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 2 = 20)

- 1 Define the term "Marketing".
- 2 What is Barter System?
- 3 What do you mean by Marketing Environment?
- 4 State the meaning of Niche Marketing.
- 5 What is Market Research?
- 6 Define Consumer Behaviour.
- 7 What do you mean by Internal Marketing?
- 8 What is Telephone Sales?
- 9 Define "Advertising".
- 10 What is meant by channels of distribution?

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 5 = 25)

- 11 a State the nature of Marketing.
OR
b Why is hospitality marketing important?
- 12 a Bring out the advantages of segmenting the market.
OR
b Enumerate the importance of market positioning.
- 13 a What are the advantages of Marketing Research?
OR
b Differentiate Marketing and Selling.
- 14 a Explain the importance of Sales.
OR
b What are the merits and demerits of Telephone calls?
- 15 a Why do we need advertising in business?
OR
b What are the functions of public relations?

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Explain the importance of marketing for business, customers and society.
- 17 Describe the various stages of market segmentation.
- 18 Explain the different theories of consumer behaviour.
- 19 Discuss the functions of the different types of Salesman.
- 20 Briefly explain the various types of advertising.