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BHMHMC 452

Credit Based VIII Semester B.H.M. Examination, September 2022
MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 80

- Instructions :** 1) Part – **A** Answer **any ten** questions.
2) Part – **B** Answer **any four** questions.

PART – A

1. Answer **any ten** questions.

- | | |
|---|---|
| a) Define Marketing. | 2 |
| b) Define Consumer behaviour. | 2 |
| c) What do you mean by service ? | 2 |
| d) Define contractual systems. | 2 |
| e) What is diffused segmentation ? | 2 |
| f) What is cost plus pricing ? | 2 |
| g) What do you mean by segmentation ? | 2 |
| h) What is meant by distribution channel ? | 2 |
| i) Define salesmanship. | 2 |
| j) What do you mean by “Unique selling point” ? | 2 |
| k) Define administered vertical marketing system. | 2 |
| l) What do you mean by sales promotion ? | 2 |

PART – B

Answer **any four** questions.

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| 2. Define pricing. What are the factors affecting the pricing decisions ? | 15 |
| 3. What do you mean by product life cycle ? Explain its stages with block diagram. | 15 |

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- 4. Write a note on the importance of communication in the hotel industry. **15**
 - 5. Differentiate :
 - a) Goods and Services. **5**
 - b) Primary and Secondary data. **5**
 - c) Marketing and Selling. **5**
 - 6. Define salesmanship. What are the qualities of a good salesman ? **15**
 - 7. Discuss the importance of distribution channels and mention the factors to be considered while selecting marketing channels. **15**
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