Reg. No. | | | | | | | | | |

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.

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**

P.T.O.

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**