

Register Number:  
Name of the Candidate:

**B.Sc. DEGREE EXAMINATION, May 2015**

**(HOTEL MANAGEMENT AND TOURISM)**

**(SECOND YEAR)**

**(PART-III)**

**230: HOSPITALITY SALES AND MARKETING AND PUBLIC RELATIONS**

Time: Three hours

Maximum: 75 marks

**Answer any FIVE questions**

**(5×15=75)**

1. Explain the role of publicity and Advertising for Hospitality using film and T.V.
2. What are Handicrafts? Explain how they are used in Hospitality sales and for promotion of Tourism.
3. What is a tourist product? Explain the characteristics of tourist product with respect to India.
4. Explain forecasting techniques used in tourism.
5. Explain the importance of marketing communication and the selection of appropriate tools of publicity.
6. Explain international marketing in the case of hospitality.
7. Explain classification of Hotels.
8. Explain Accommodation management.
9. Explain travel motivations with respect to India.
10. Illustrate with examples problems that occur in Hotel management and its possible solutions.

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