

**Roll No.**

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**Total No. of Pages : 02**

**Total No. of Questions : 09**

**BHMCT (Sem.-6)**  
**SALE AND MARKETING MANAGEMENT**

**Subject Code : BH-416**

**M.Code : 14596**

**Date of Examination : 12-01-23**

**Time : 3 Hrs.**

**Max. Marks : 30**

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying ONE mark each.**
2. **SECTION-B contains FIVE questions carrying  $2\frac{1}{2}$  (Two and Half) marks each and students has to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying FIVE marks each and students have to attempt any TWO questions.**

## SECTION-A

**1. Write short notes on :**

- Define product segmentation
- Environmental awareness
- Product segmentation
- Marketing plan
- Orientation
- Relationship marketing
- Marketing vs. Sales
- Guest preference
- Marketing performance
- Unionize

## **SECTION-B**

2. Write a note on the sales as a career.
3. Write down the steps involved in a selection of target market.
4. Explain how to develop the orientation program for hospitality industry.
5. Explain how employees become unionized.
6. How we determine marketing objectives?

## **SECTION-C**

7. Write a detailed note on impact of globalization on hospitality industry.
8. Write is an action plan? Write a detailed note on developing and implementing an action plan,
9. Why are the important factors that are taken into consideration while developing and designing a training programme in hospitality Industry?

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**