

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BHMCT (Sem.-8)

## SALE AND MARKETING MANAGEMENT

Subject Code : BH-416

M.Code : 14596

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 2½ (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 :
  - a. Globalization
  - b. Target Market
  - c. Sales
  - d. Planning
  - e. Environmental awareness
  - f. Relationship marketing
  - g. Marketing team
  - h. Orientation
  - i. Unionize
  - j. Training programmes

## SECTION-B

- Q2 What is the difference between marketing and sales?
- Q3 Discuss the benefits of training.
- Q4 Write down the steps of a marketing Plan.
- Q5 What is Marketing mix?
- Q6 Discuss the elements of a typical orientation programmes.

## SECTION-C

- Q7 Discuss the steps involved in conducting marketing performance audit.
- Q8 What is an action plan? Write a detailed note on developing and implementing an action plan.
- Q9 What are the challenges faced in hospitality sales?

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.