

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages : 02

Total No. of Questions : 18

MHMCT (Sem.-3)
HOTEL SALES & MARKETING
Subject Code : MHM-401-18
M.Code : 77964

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

Define the term :

1. Market positioning
2. Relationship marketing
3. Sales quota
4. Micro environment
5. Marketing control
6. Marketing mix
7. Public relation
8. Sales promotion
9. Web marketing
10. Product positioning

SECTION-B

11. What are the steps in marketing plan?
12. Discuss the duties of salesman.
13. Discuss the characteristics of services.
14. Write down the importance of International marketing.
15. What do you understand by Effective hotel advertising?

SECTION-C

16. Explain the process of market targeting and market positioning in the hospitality industry.
17. Explain the various kinds of advertising. What are the various steps to follow for the selection of advertising media?
18. What do you understand by Market Segmentation? What are the bases of Segmentation?

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