

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2014-2015

COURSE : 6th Semester of 3-year B.Sc. in H&HA - **Specialisation**
SUBJECT : Sales & Marketing
TIME ALLOWED : 03 Hours MAX. MARKS: 100

(Marks allotted to each question are given in brackets)

Q.1. Distinguish between individual and group influence on buyer behavior.

OR

Discuss Product Policy and Planning in an international market.

(10)

Q.2. Explain in detail with the help of a neat flow chart the consumer buying process.

(10)

Q.3. Write short notes on **any five**:

- (a) Personal selling
- (b) Demand
- (c) Perception
- (d) Guest relation function
- (e) Sales planning
- (f) Place (Principal of Marketing)

(5x2=10)

Q.4. What do you understand by Sales Management? Explain the sales process.

(10)

Q.5. Discuss Sales Force Management. What are the various ways one can motivate the sales force?

OR

What is sales budgeting? What are different types of sales budgeting?

10)

Q.6. Define Marketing. Explain the evolution of marketing.

(10)

Q.7. Why is the study of consumer behavior important in hospitality marketing? What factors will you look into while studying consumer behavior?

(10)

Q.8. What do you understand by marketing mix? Give any **6 P's** of marketing mix. (10)

Q.9. Is publicity and promotion needed for hospitality industry? Why?

OR

What difficulties does one face while managing advertising in an international market?

(10)

Q.10. What is service marketing? What are the characteristics of service marketing? (10)
