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B.Sc.(Catering & Culinary Arts) (2015 & Onwards) (Sem.-4)

SALES & MARKETING Subject Code : BSCCA-406 M.Code : 74365

Time: 3 Hrs. Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

- 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

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1. Write short notes on:

- a) Consolidation
- b) Marketing
- c) Marketing team
- d) Profit improvement
- e) Customer relationship management
- f) Media planning
- g) Sales
- h) Target market
- i) Offers and Promotions
- j) Hospitality



SECTION-B

- 2. What are distribution methods in hospitality marketing and sales?
- 3. List the role of Director of marketing.
- 4. Explain the steps in determining marketing objectives.
- 5. What is the importance of profit improvement in banquet sales?
- 6. Write a short note on customer retention.

SECTION-C

- 7. Discuss the challenges in Hospitality sales.
- 8. Explain Marketing mix with examples.
- 9. Write an essay on monitoring and evaluating the marketing plan.

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.

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