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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.