

[illegible]

BSc.(ATHM) (2014 to 2017) (Sem.-3)
SALES MARKETING & PR IN SERVICE INDUSTRY
Subject Code : BTA-13
M.Code : 70447

Max. Marks : 60

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 has to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students has to attempt any TWO questions.**

1. Explain the following :

- a) Need vs. Want
- b) Cross-cultural Marketing
- c) Target Market
- d) Sales promotion
- e) Physical evidence
- f) Customer attention & interest
- g) Factors affecting Pricing
- h) Post purchase evaluation
- i) Internal vs. External public
- j) Non-media PR tools

SECTION-B

2. What is Customer Value? Explain giving suitable example.
3. Why is it important to maintain a balance between tourism capacity and demand?
4. Discuss the role of 'Place' in 7Ps of Marketing mix.
5. Draw a flowchart and explain the various steps of Buying process.
6. What is the role of 'Public relations' in Sales & Marketing?

SECTION-C

7. Describe the concept of Segmentation, Targeting and Positioning giving suitable examples.
8. Explain 'Product Life Cycle'. How marketing strategies should be changed with each level of life cycle of the product?
9. What are various steps in Personal Selling Process? Explain.

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.