

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**BHMCT (Sem.-8)**  
**SALE AND MARKETING MANAGEMENT**  
**Subject Code : BH-416**  
**M.Code : 14596**

**Time : 3 Hrs.**

**Max. Marks : 30**

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **ONE** mark each.
2. **SECTION-B** contains **FIVE** questions carrying **2½** (Two and Half) marks each and students has to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **FIVE** marks each and students have to attempt any **TWO** questions.

## SECTION-A

- 1. Write short notes on :**

- a. Globalization
- b. Target Market
- c. Sales
- d. Planning
- e. Environmental awareness
- f. Relationship marketing
- g. Marketing team
- h. Orientation
- i. Unionize
- j. Training programmes

### SECTION-B

- Q2 What is the difference between marketing and sales?
- Q3 Discuss the benefits of training.
- Q4 Write down the steps of a marketing Plan.
- Q5 What is Marketing mix?
- Q6 Discuss the elements of a typical orientation programmes.

### SECTION-C

- Q7 Discuss the steps involved in conducting marketing performance audit.
- Q8 What is an action plan? Write a detailed note on developing and implementing an action plan.
- Q9 What are the challenges faced in hospitality sales?

**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.**