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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) Marketing Plan
- b) Positioning the property
- c) Structure of unions
- d) Training
- e) Evaluation
- f) Relationship marketing
- g) Product Segmentation
- h) Consolidation
- i) Orientation
- j) Media Planning





**SECTION-B**

2. Write a short note on working with unions.
3. Explain the process of developing marketing objectives.
4. List the benefits of orientation.
5. Define Training and state its importance.
6. What are the considerations for selecting trainers?

**SECTION-C**

7. Describe the challenges in hospitality sales with examples.
8. Describe the process and importance of developing and designing a training Programme.
9. Illustrate the steps in developing and implementing action plans.

**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.**

