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Total No. of Pages : 02

Total No. of Questions : 09

BSc.(ATHM) (2013 to 2017) (Sem.-3)
SALES MARKETING & PR IN SERVICE INDUSTRY
Subject Code : BTA-13
Paper ID : [C1152]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

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.

SECTION-A**Q1) Answer briefly :**

- a) What is TQM?
- b) What is Buzz Marketing?
- c) Differentiate between Marketing and Selling.
- d) What is PLC?
- e) What is the role of the intermediaries in marketing?
- f) What is STP?
- g) What is the role of PR in tourism?
- h) Discuss the benefits of personal selling.
- i) What is Physical evidence?
- j) What is sales management?

SECTION-B

- Q2) Differentiate between the need, want and demand.
- Q3) Compare between advertising and promotion.
- Q4) Discuss the AIDA's theory of selling.
- Q5) Discuss the various PR tools.
- Q6) Discuss the societal concept of marketing.

SECTION-C

- Q7) What is Marketing? Discuss the traditional & modern marketing concepts.
- Q8) What is forecasting? How the tourism demand can be forecasted and measured? Explain the various methods of forecasting.
- Q9) Discuss the 7 P's of marketing in detail.

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