

Roll No. Total No. of Pages: 02

Total No. of Questions: 09

B.Sc.(In Catering & Culinary Arts) (2015 & Onwards)

SALES & MARKETING Subject Code: BSCCA-406

Paper ID: [74365]

Time: 3 Hrs. Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- SECTION-B contains FIVE questions carrying FIVE marks each and students 2. have to attempt any FOUR questions.
- SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write short notes on:

- a. Consolidation
- b. Gambling
- c. Media Planning
- is it anker com d. Environmental awareness
- Sales career
- f. Managements role in Marketing
- g. Marketing Audit
- h. Marketing Objectives
- i. Marketing Action Plans
- j. Banquet Event Orders



SECTION-B

- 2. What do you understand by Product Segmentation and why is it important?
- 3. Explain the role of Information Technology in the current hospitality world.
- 4. With examples differentiate between Sales and Marketing.
- 5. Explain the duties and responsibilities of Director of sales.
- 6. Explain the steps involved in conducting Marketing performance.

SECTION-C

- 7. What do you understand by Marketing Mix? Explain in detail.
- 8. What are the various challenges that are faced by Indian hospitality sales?
- 9. Explain the role of Marketing team in developing an essential marketing plan.

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