

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.