

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**BHMCT (Sem.-8)**  
**SALES AND MARKETING MANAGEMENT**

**Subject Code : BH-416**

**Paper ID : [C0356]**

**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 :**

- a. Relationship Marketing.
- b. Product Segmentation.
- c. Media Planning.
- d. Marketing Audit.
- e. Orientation Plan.
- f. Labour Relations.
- g. Environmental Awareness.
- h. Evaluation.
- i. Follow up Plan.
- j. Marketing tool

### SECTION-B

2. What is Market Segmentation? How it is important in achieving goals of sales and marketing?
3. What is the difference between Orientation and training?
4. Discuss the structure of unions.
5. What are the elements of Marketing Plan?
6. Discuss the role of media in marketing.

### SECTION-C

7. Discuss the challenges in Hospitality Sales and Marketing?
8. What are the elements of Marketing Mix?
9. Discuss in detail the development, implementation and evaluation of an Orientation Programme.