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Total No. of Pages : 02

Total No. of Questions : 09

M.Sc.(ATHM) (2015 & Onward) (Sem.-3)

MARKETING, SALES AND PR

Subject Code : PTA-211

Paper ID : [E1369]

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 have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A**Q1 Answer briefly :**

- i) Define Consumer Behavior.
- ii) What is meant by Market Positioning?
- iii) What do you understand by The Product concept?
- iv) What is meant by Mass Marketing?
- v) Define Customer Relationship Management.
- vi) Give the importance of Sales Management.
- vii) Differentiate between Product and Service.
- viii) What are the qualities of a good Sales Manager?
- ix) Give the need for Public Relation Officer.
- x) What is Viral Marketing?

SECTION-B

- Q2 Give your views about the five marketing concepts/philosophies. Discuss the Societal Marketing concept in detail.
- Q3 What do you understand by STP? Discuss the basis for Market Segmentation.
- Q4 Discuss the various stages of Product Life Cycle.
- Q5 Give the difference between Advertising and Sales Promotion. Discuss the various sales promotion tools.
- Q6 Discuss the steps involved in the Recruitment and Selection of Salesforce.

SECTION-C

- Q7 How can Public Relation be used effectively in the fast changing Globalized era to promote Hospitality Industry? What is the role of client counseling in PR.?
- Q8 Discuss the four P's of marketing in context of Hotel Industry.
- Q9 Give the importance of On-line Marketing. Discuss how On-line Marketing can be used for advantage of Tourism Industry in India.