

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2013-2014

COURSE : 6th Semester of 3-year B.Sc. in H&HA - **Specialisation**
SUBJECT : Sales & Marketing
TIME ALLOWED : 03 Hours MAX. MARKS: 100

(Marks allotted to each question are given in brackets)

Q.1. Discuss the significance of Personal Selling in Marketing. Explain the AIDAS theory of selling in detail. (10)

Q.2. Explain in detail with the help of a neat flowchart the selling process followed for completing a sale. (10)

OR

Differentiate between:

- (a) Written communication and Oral communication.
- (b) Selling and Marketing.

(5+5=10)

Q.3. Which are the three types of compensation plans for sales personnel? Discuss their advantages and disadvantages. (10)

Q.4. Discuss various methods for identifying training needs in sales personnel with the advantages and disadvantages. List the abilities that a trainer must possess to conduct a successful training program. (10)

Q.5. Explain the unique characteristics of services that make them different from products. Enlist the elements of marketing mix in services marketing. (10)

Q.6. What are the various functions of the Public Relations department of a hotel? What is Negative Public Relations?

OR

Explain the evolution of marketing using the **five** marketing concepts.

(10)

Q.7. Describe the five-Stage Model of the Consumer Buying Process with the help of a flowchart. A family of three members (husband)/wife/teenage daughter) wish to go for a holiday. Using the above model and your own examples, explain the process they will follow to choose a holiday destination in India.

(10)

Q.8. Define consumer behaviour. Which are the factors in the external environment that will influence consumer behaviour?

(10)

Q.9. Discuss the elements of international advertising strategy. What are the guidelines to be followed for selection of advertising agency for overseas advertising?

OR

Define product. Discuss product planning in an international market.

(10)

Q.10. Write short notes on **any five**:

- (a) Sales Territory
- (b) Limited sales expense plan for sales personnel
- (c) ABC Analysis
- (d) Sales Budget
- (e) Soft Selling
- (f) Organizational Buying

(5x2=10)
