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Time : 2 Hours**MARKETING MANAGEMENT****Subject Code**

V	2	5	4
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Total No. of Questions : 5**(Printed Pages : 3)****Maximum Marks : 50**

INSTRUCTIONS: (i) All Questions are compulsory.

(ii) Write the number of each Question and sub-question clearly.

(iii) Answer each Question on a fresh page.

(iv) Figures to the right indicate full marks.

Q.1 (A) Complete the following statement with the most appropriate item, choosing from those given below: [1]

A salesman responsible for promoting sales and creation of demand is a-----
salesman.

- Detail
- Missionary
- Speciality
- Creative

(B) Attempt the following in one sentence: [1]

What are buying motives?

(C) Explain any three mental qualities of a good **Salesman**. [3]

(D) Explain any five essentials of effective selling. [5]

Q.2 (A) Attempt the following in one word or a phrase: [1]

What is an expression for disapproval of an action taken by a salesman called?

(B) State one reason why objections are raised. [1]

(C) Explain any three types of common Objections. [3]

(D) Explain any five essentials of a good demonstration. [5]

OR

Explain any five essentials of a good presentation. [5]

Q.3 (A) Attempt the following in one sentence: [1]

State one feature of services.

(B) Give one reason for phenomenal growth in the service markets. [1]

(C) Mention any three problems faced by service organisations. [3]

(D) Explain any five types of **Industrial Services**. [5]

OR

Explain any five types of **Consumer Services**. [5]

Q.4 (A) Attempt the following in one word or a phrase: [1]

From which French word is the word 'Travel' derived.

(B) State any two features of tourism. [2]

(C) Define 'Tourism Marketing'. [2]

(D) Write a note on 'Public Relations in Tourism'. [2]

(E) Explain any three types of tourism. [3]

Q.5 (A) Attempt the following in one sentence: [1]

Who is a Retail Travel Agent?

(B) What do the following Abbreviations stand for? [2]

(i) IATA

(ii) ITC

(C) State any four major hotel chains in India. [2]

(D) What are 'Heritage Hotels'? [2]

(E) Explain any three functions of the Hotel Front Office and Reception Departments. [3]