Time : 2	2 Hours	ļ.		MARKET	TING MANAGE	MENT
				Subject Code		
				$oxed{V} egin{bmatrix} 2 & 5 & 4 \end{bmatrix}$		
Total No. of Questions : 5			ns : 5	(Printed Pages: 3)	Maximum Ma	Marks : 50
INSTRUC	CTIONS:	(i)	All Quest	tions are compulsory.		
		(ii)	Write the	number of each Question and si	ub-question clearly.	
		(iii)	Answer e	each Question on a fresh page.		
		(iv)	Figures t	o the right indicate full marks.		
Q.1 (A)	Complet	e the fo	ollowing st	atement with the most appropria	ate item, choosing from the	hose
	given bel	ow:		·		[1]
	A salesm	an resp	oonsible fo	or promoting sales and creation	of demand is a	
	salesman					
	• Det	ail				
	• Mis	ssionar	y			
	• Spe	ciality				
	• Cre	ative				
(B)	Attempt	the foll	owing in o	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]
		<u>OR</u>	
		Explain any five types of Consumer Services.	[5]

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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]

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