

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
<b>School of Hospitality and Tourism</b> <b>Back Paper Examination (Odd and Even Semester) – July - August 2024</b> <b>[Programme: BSc HM/BHM] [Semester: V] [Batch:                    ]</b>				
Course Title: HOSPITALITY SERVICE SALES AND MARKETING		Max Marks: 100		
Course Code: SOBO1001		Time: 3 Hrs.		
<b>Instructions:</b>	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		K Level	COs	Marks
<b>SECTION-A (15 Marks)</b>		<b>5 Marks each</b>		
1.	Define Difference in Marketing & sales.	CO1	K1	5
2.	Define target market.	CO2	K2	5
3.	Define sales communication with example.	CO3	K3	5
<b>SECTION-B (40 Marks)</b>		<b>10 Marks each</b>		
4.	Explain the components of Relationship marketing with example	CO4	K3	10
5.	Illustrate the significance of Marketing strategy with example.	CO5	K4	10
6.	Explain the functions of management.	CO1	K3	10
7.	Define types of promotions of restaurant.	CO2	K3	10
<b>SECTION-C (45 Marks)</b>		<b>15 Marks each</b>		
8.	Design a sales meeting plan for three-star hotel for the presentation to the General Manager marketing.	CO3	K2	15
9.	Examine the required Personality traits of three-star employees with example.	CO4	K4	15
10	Analyze the planning process of sales meeting with suitable example	CO5	K5	15