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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

*INSTRUCTION* : (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.

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

(i) Knowledge of various types of customers their likes, dislikes, their behaviour is called ..... 1

(a) Sales Promotion

(b) Consumer Protection

(c) Customer Psychology

(d) Salesmanship.

(B) What is Personal selling ? 1

(C) State any *three* points of distinction between 'Buying motives' and 'Selling points'. 3(D) Explain any *five* essentials of effective selling. 5*Or*Explain any *five* sources of acquiring product knowledge.

2. (A) Answer the following in a word or phrase : 1

(i) The task of salesman to explain or prove his statement about quality, service, utility etc.

- (B) What is presentation ? 1
- (C) State any *three* advantages of demonstration in selling. 3
- (D) Explain different types of objections raised by the prospects (any **5**). 5

*Or*

Explain any *five* essentials of good presentation.

- 3. (A) Define ‘Services’ according to Philip Kotler. 1
- (B) State any *one* reason for increase in entertainment Services. 1
- (C) Write a short note on ‘Transportation and Warehousing’ services. 3
- (D) Explain any *five* features of services. 5
- 4. (A) Answer the following in a word or a phrase : 1
  - (i) Give one example of Historical Tourism.
- (B) Who is a ‘Tourist’ ? 2
- (C) What is ‘Ecotourism’ ? 2
- (D) State any *two* negative effects of tourism. 2
- (E) Write a short note on “Problems of Tourism”. 3
- 5. (A) Complete the following statement with the most appropriate item choosing from those given below : 1
  - (i) The abbreviation STTA stands for ..... .
    - (a) Students Association for Travel Agents
    - (b) Students International Travel Agencies.

- (c) Students International Travel Association
- (d) Students International Transport Agencies.
- (B) What are 'Motels' ? 2
- (C) State any *two* sources of income of retail travel agent. 2
- (D) Who is a "Receptionist" in hotel ? 2
- (E) Write a short note on "Heritage Hotels". 3