

--	--	--	--	--

Time : 2 Hours

MARKETING MANAGEMENT

Subject Code

V	4	2	5	4
---	---	---	---	---

Total No. of Questions : 23

(Printed Pages : 2)

Maximum Marks : 50

INSTRUCTIONS: (i) There are four sections in the question paper (A,B,C & D) consisting of 23 Questions.

(ii) In section A there are eight questions of which Q Nos. 1 to 4 are multiple Choice questions, Q. Nos. 5 & 6 are to be answered in one word, phrase Or figure and Q. Nos 7 & 8 are to be answered in one sentence each.

(iii) Attempt all the questions however internal choice is given for Q.No. 20 & Q. No. 23.

(iv) Figures to the right indicate marks allotted to each question.

(v) Write the number of each question clearly on the answer.

SECTION A

1. Merchant salesmanship is also called as _____. 1
 - Consumer selling
 - Personal selling
 - Retail selling
 - Wholesale selling
2. The quality of a salesman to work on his own without guidance from others is _____. 1
 - Observation
 - Imagination
 - Initiative
 - Tact
3. The most common method used by the salesman for overcoming objection is _____. 1
 - Direct denial method
 - Indirect denial method
 - Boomerang method
 - Reverse position method
4. The task of a salesman to explain or prove his statement about quality, service etc is called _____. 1
 - Illustration
 - Communication
 - Demonstration
 - Promotion

- | | | |
|----|--|---|
| 5. | A type of service which provides social security of life and property. | 1 |
| 6. | Give one example of historical tourism. | 1 |
| 7. | What is 'Recreational Tourism' ? | 1 |
| 8. | State any one source of income of retail travel agent. | 1 |

SECTION B

- | | | |
|-----|---|---|
| 9. | State any two social qualities of good salesman. | 2 |
| 10. | State any two disadvantages of salesmanship. | 2 |
| 11. | Distinguish between objections and excuses. (two points) | 2 |
| 12. | State any two problems faced by the service organization. | 2 |
| 13. | State any two features of tourism. | 2 |
| 14. | Mention any four hotel chain in India. | 2 |

SECTION C

- | | | |
|-----|--|---|
| 15. | Explain any three types of objections raised by the prospect. | 3 |
| 16. | Explain any three essentials of good presentation for selling a product. | 3 |
| 17. | Explain any three types of consumer services. | 3 |
| 18. | Mention any six points which specifies the importance of ecotourism. | 3 |
| 19. | Explain the following terms: | 3 |
| | i. Tourist | |
| | ii. Foreign Tourist | |
| | iii. Visa | |
| 20. | Explain the role of housekeeping department in hotel. | 3 |

OR

Explain the role of receptionist in hotel.

SECTION D

- | | | |
|-----|--|---|
| 21. | Explain any four types of hotels. | 4 |
| 22. | Explain any four types of industrial services. | 4 |
| 23. | Explain any four features of salesmanship. | 4 |

OR

Explain any four sources of acquiring product knowledge.