

Roll No.....

Total No. of Printed Pages: [01]

Total No. of Questions: [09]

**BMS (ATH) (Semester – 4<sup>th</sup>)**  
**SALES, MARKETING & P.R.IN TOURISM INDUSTRY**  
**Subject Code: BHOM1-429**  
**Paper ID: [17310126]**

**Time: 03 Hours**

**Maximum Marks: 60**

**Instruction for candidates:**

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

**Section – A**

**(2 marks each)**

Q1. Attempt the following:

- a. What is Total Quality Management?
- b. What is Green Marketing?
- c. What do you understand by the term cross-culture?
- d. Name three modern marketing concepts.
- e. What is STP?
- f. Define publicity.
- g. Define price?
- h. Why branding is important?
- i. Define demand.
- j. Name two online advertisement methods.

**Section – B**

**(5 marks each)**

Q2. State the difference between marketing and selling.

Q3. What a note on qualities of a sales person.

Q4. Explain promotion Mix.

Q5. Describe the role of public relations in Tourism.

**Q6.** Singapore is a manmade destination. What are different selling techniques adopted for selling Singapore as a tourist destination?

**Section – C**

**(10 marks each)**

Q7. Explain in detail the 7 P's of Marketing.

Q8. Analyze the AIDA's theory of selling with an example.

Q9. Discuss various modern marketing techniques. .