

Roll No. ....

Total No. of Questions : 13]

[Total No. of Pages : 02

**J-3460[S-1316]**

**[2037]**

**B.Sc.(ATM) (Semester - 3<sup>rd</sup>)**

**SALES, MARKETING AND PR IN SERVICE INDUSTRY**

**(B.Sc.(ATM)-303) (B.Sc-ATHM/B.Sc.AT)**

**Time : 03 Hours**

**Maximum Marks : 75**

**Instruction to Candidates:**

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

**Section - A**

**Q1)**

**(15 × 2 = 30)**

- a) Customer Service.
- b) Wants.
- c) Service Quality.
- d) Customer Value.
- e) Market.
- f) Societal Marketing.
- g) Augmented Product.
- h) Psychographic Segmentation.
- i) Sales Blitz.
- j) Service Intermediaries.
- k) Internal Marketing.
- l) Organisation Image.
- m) Service Culture.
- n) Micro-environment.
- o) Marketing Communication.

**P.T.O.**

## Section - B

(9 x 5 = 45)

- Q2)* What is services marketing? Highlight the importance of marketing in the service industry?
- Q3)* What is consumerism? Differentiate between selling and marketing and justify which one is appropriate in today's business environment?
- Q4)* Write a short note on modern marketing concepts.
- Q5)* What market coverage alternatives are available to you as a service provider? Discuss the factors to be considered while selecting an appropriate market coverage strategy.
- Q6)* Define market positioning and explain the steps involved in positioning a product.
- Q7)* Why is usage rate an important segmentation variable? Justify.
- Q8)* What do you mean by marketing mix? What all are included in services marketing mix?
- Q9)* Define product. What product levels would you consider for designing a service product? Explain with a suitable example.
- Q10)* Discuss the stages of the Product Life Cycle.
- Q11)* What functions do the distribution channels play in the hospitality industry? Explain.
- Q12)* Explain Personal selling and the process.
- Q13)* Who are the publics of an organisation? What activities does PR undertake to maintain good relations with these publics?

\* \* \*