23123376

QP CODE: 23123376

Reg No : .....

Name : .....

B.VOC DEGREE REGULAR / IMPROVEMENT / REAPPEARANCE EXAMINATIONS, MAY 2023

Fourth Semester

B.Voc Tourism and Hospitality Management

THM4GT03 - SALES ADVERTISING AND GUEST RELATIONS IN TOURISM

2018 Admission Onwards

E708D624

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define salesforecast ?
2. What is Consumer Promotion ?
3. What do you mean by advertising planning ?
4. What is ment by full service ad agencies ?
5. Who are media planners ?
6. What do you mean by budgeting in marketing ?
7. What do you mean by up sell ?
8. What is ment by customer complaints ?
9. Define data mining ?
10. Who is an Excursionist ?
11. How does facial gesture affect customer ?
12. Any two qualities of a meet and greet officer ?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain the steps in sales forecasting.
14. What are the advantages of training to salesmen ?
15. Explain the features of a sound advertisement copy.
16. Explain some of the sales support strategies .
17. What do you mean by media selection, explain in detail ?
18. Explain communication with colleagues in an oraganisation.
19. What are the different types of CRM softwares ?
20. What do you mean by Cross sell and Up sell, Explain ?
21. How should a customer complaint be addressed ?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Who is a sales person? Eloborate roles and qualities of a sales person.
23. Explain the tools of sales promotion at consumer level.
24. Elobrate the functions of advertising agencies.
25. What do you mean by guest queries ? Explain different types of queries with example.

(2×15=30)