QP CODE: 24021670

Reg No : .....

Name : .....

B.VOC DEGREE REGULAR / IMPROVEMENT / REAPPEARANCE EXAMINATIONS, MAY 2024

Fourth Semester

B.Voc Tourism and Hospitality Management

THM4GT03 - SALES ADVERTISING AND GUEST RELATIONS IN TOURISM

2018 Admission Onwards

6ABD8C95

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Define sales quota.
2. What are the sources of external recruitment?
3. Define advertising
4. Who are market researchers?
5. Give examples for printed publicity materials
6. What do you mean by budget?
7. What do you mean by cross sell?
8. What is ment by customer complaints?
9. Mention any two departments in a hotel.
10. What do you mean by guest queries?
11. What are the skills required for customer compliant handling?
12. What do you mean by body language?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. What do you mean by personal selling? Explian its importance.

14. What are the objectives of Sales forecasting?

15. What are the steps in process of selling?

16. How product concept differ from production concept?

17. Explain the media selection process by a tourism related oraganisation.

18. What do you mean by sales display? Explain the types of sales display.

19. How CRM helps in modern management?

20. How is CRM useful in modern business management?

21. What do you mean by data mining? Explain with examples.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. What is meant by sales display? Explain the different types of sales display

23. Is advertising a waste? Substantiate your answer

24. Describe the pros and cons of online and television advertising.

25. What do you mean by etiquettes and body language?

(2×15=30)