QP CODE: 21102699

21102699

Reg No : .....

Name : .....

# B.VOC DEGREE EXAMINATIONS, OCTOBER 2021

## Fourth Semester

B.Voc Tourism and Hospitality Management

## THM4GT03 - SALES ADVERTISING AND GUEST RELATIONS IN TOURISM

2019 Admission Onwards

1FE15AF0

Time: 3 Hours Max. Marks : 80

### Part A

*Answer any **ten** questions.*

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

1. Define salesforecast.
2. Expand AIDA.
3. What do you mean by sales suppor?
4. What is Push Blend?
5. What are newsletter?
6. What is informative promotion?
7. What do you mean by up sell?
8. What is ment by customer complaints?
9. What do you mean by customer database management?
10. How can you track the arrival timing of the guest?
11. Any two qualities required for a front office staff.
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. Describe the various techniques of sales forecasting.
14. What are the duties and responsibilities of a sales manager?

15. What are the approaches to advertising appropriation?

16. What do you mean by marketing objectives?

17. What is scientific advertising?

18. A happy customer will bring you more customers, Explain the statement.

19. What are the documents required for travel?

20. What do you mean by Cross sell and Up sell? Explain.

21. What do you mean by tour briefing? Explain with examples.

(6×5=30)

## Part C

*Answer any **two** questions.*

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

22. Explain the different steps in sales process.

23. Crtically examine the different meathods of advertising.

24. Explain the characterstics and strategies of media selection.

25. What are the probelems which are raised by customers, Give examples.

(2×15=30)