Q.1. Distinguish between individual and group influence on buyer behavior.  

   OR  

   Discuss Product Policy and Planning in an international market. 

   (10)

Q.2. Explain in detail with the help of a neat flow chart the consumer buying process.  

   (10)

Q.3. Write short notes on any five:

   (a) Personal selling  
   (b) Demand  
   (c) Perception  
   (d) Guest relation function  
   (e) Sales planning  
   (f) Place (Principal of Marketing)  

   (5x2=10)


   (10)

Q.5. Discuss Sales Force Management. What are the various ways one can motivate the sales force?  

   OR  

   What is sales budgeting? What are different types of sales budgeting?  

   (10)


   (10)

Q.7. Why is the study of consumer behavior important in hospitality marketing? What factors will you look into while studying consumer behavior?  

   (10)
Q.8. What do you understand by marketing mix? Give any 6 P’s of marketing mix.

Q.9. Is publicity and promotion needed for hospitality industry? Why?

OR

What difficulties does one face while managing advertising in an international market?

Q.10. What is service marketing? What are the characteristics of service marketing?

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