

Sr.No.11081

Exam Code: 113506

Subject Code : 3876

**Bachelor of Vocation (Cosmetology & Wellness) - 6th Semester
(2522)**

Paper-III : Promote and Sell Services

Time allowed: 3 hrs.

Max. Marks: 50

Note: Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

Section-A

1Q. Describe different services offered in the Beauty and Wellness sector.

2Q. Discuss the planning and implementation tactics for promoting and selling services.

Section-B

3Q. Describe the various types of advertisement.

4Q. Explain in detail the record cards and its uses for enhancing the services.

Section-C

5Q. Describe the various discount coupons and schemes used to attract consumers.

6Q. Explain the promotional coupons and schemes used to promote and sell services to consumers.

Section-D

7Q. Why is it important to keep good records? What types of records should be kept?

8Q. Discuss the various packages offered in the wellness industry to attract consumers.

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