

**M.Sc. IN HOSPITALITY ADMINISTRATION
(MHA)**

Term-End Examination

December, 2015

MHA-10 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : Attempt *any five* questions. All questions carry *equal marks*.

1. What is relevance of marketing in a developing economy ? 20
2. How are product life cycle and marketing mix inter-related ? 20
3. Write short notes on the following : 10x2=20
 - (a) Market Segmentation
 - (b) Product Differentiation
4. What are considerations involved in designing the marketing department in hotel industry ? 20
5. Write short notes on the following : 10x2=20
 - (a) Purpose of marketing research
 - (b) Procedure of marketing research

6. Discuss the importance of sub-cultures in segmenting the Indian market for food products. 20
 7. Discuss advantages and disadvantages of branding. 20
 8. Critically analyse the role of advertising in , hospitality industry. 20
 9. What are functions performed and services rendered by Retailers ? 20
 10. Describe different types of products and related marketing strategy. 20
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