

**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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