

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

**Term-End Examination**

**December, 2015**

**MHA-19 : SALES AND MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

**Note :** Attempt *any five* questions in about **600** words each.

*All questions carry equal marks.*

1. "Marketing communication is the continuing dialogue between buyers and sellers in a market place". Discuss the statement and analyse the sources of misunderstanding in marketing communication with relevant examples. **20**
2. Write an essay on the status of mass media in India. **20**
3. Write short notes on the following : **10+10=20**
  - (a) Creativity in marketing messages
  - (b) Composition of a print advertisement
4. What is Unique Selling Proposition (USP) ? How brand image can be created in service industry like hospitality ? Give suitable examples. **20**
5. How can media research be helpful in a hotel's advertizing, planning and execution ? Substantiate your answer with suitable examples. **20**

6. Elaborate the process of media planning. Compare the media planning for service product with that of other consumer products using relevant examples. 20
7. The Marketing manager of "Hotel Inn" hotel wants to organise a consumer contest for increasing the popularity of his hotel brand as well as its market share. Suggest the format of consumer contest covering aspects such as the theme, entry and eligibility requirements, duration, prizes and judgment criteria, etc. 20
8. Comment upon the role of an advertising agency in modern day marketing situation of luxury hotel chain of international repute. 20
9. What do you understand by "Positioning" ? What are the positioning alternatives for advertising agencies ? Explain with the help of examples from the hospitality industry. 20
10. Write short notes on the following : 10+10=20
- (a) Marketing Mix
  - (b) Brand Choice Considerations
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