

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

Term-End Examination

December, 2017

MHA-010 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. Discuss the elements of Service Marketing Mix with examples. 20
2. What is the scope and application of market research in hospitality industry ? Explain with examples. 20
3. Discuss the Psychological and Personal factors that influence the Consumer Buying Behaviour. 20
4. Define Product. What are the stages in New Product Development ? Explain with examples from the Hospitality Industry. 20
5. Write short notes on the following : 4x5=20
 - (a) Market Segment
 - (b) Branding
 - (c) Publicity
 - (d) Motivating the Sales Personnel.

6. What do you understand by Packaging ? What are the functions of Packaging ? Explain with examples how Packaging is done in the hospitality industry. 20
7. What is the need for a Pricing Policy ? How does pricing vary during the different stages of Product Life Cycle ? 20
8. Define Sales Promotion. What are the methods of Sales Promotion used in the Hospitality Industry ? 20
9. Define Cyber Marketing. What is the nature of Cyber Marketing ? Explain with examples. 20
10. Write short notes on any two of the following :
(a) Relevance of Social Marketing. 2x10=20
(b) Models of Buyer's Behaviour.
(c) Designing the marketing deptt of a hotel (Budget Category).
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