

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

Term-End Examination

December, 2017

MHA-019 : SALES AND MARKETING

Time : 3 hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*

1. Discuss the role and importance of marketing communication with respect to hospitality industry. Substantiate your answer with suitable examples. 20
2. What are the important aspects to consider while designing a print advertisement ? 20
3. Discuss the various steps involved in the media planning for a hospitality establishment. 20
4. Discuss the effectiveness of Internet as an advertising medium with examples from hospitality industry. 20
5. Write short notes on the following : 4x5=20
 - (a) Consumer Perceptions
 - (b) Unique Selling Propositions
 - (c) Public Relations
 - (d) Headline in Print Advertisement

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6. Explain with examples from hospitality industry the process of managing consumer sales promotion in the service industry. 20
 7. What is direct marketing ? Describe the characteristics and advantages of direct marketing. 20
 8. Write a detailed note on the legal and ethical issues in advertisement. Substantiate your answer with suitable examples from the hospitality industry. 20
 9. Discuss the strategies adopted by advertising agencies for client account management. 20
 10. Write short notes on any two of the following :
 - (a) Media Selection. 2x10=20
 - (b) Social Marketing Communication.
 - (c) Functions of an Advertising Agency.
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