00114

M.Sc. IN HOSPITALITY ADMINISTRATION (MHA)

Term-End Examination

December, 2018

MHA-010 : MARKETING MANAGEMENT

Time : 3 hours   *Maximum Marks : 100*

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

       (ii)   *All questions carry equal marks.*

1. What do you understand by service product ? Discuss in brief the characteristics of services.   20

2. Define Market Segmentation. Discuss in brief the basis for Segmentation.   20

3. What is marketing organisation ? Explain in brief any two methods of designing a marketing organisation.   20

4. What is meant by consumer behaviour ? What are the personal factors that affect consumer behaviour ?   20

5. What is the difference between consumer and industrial products ? State the reasons why organisations generally diversify their range of products. Substantiate your answer with suitable examples.   20

6. Write short notes on **any two** of the following :

    10x2=20

    (a) Functions of Packaging

    (b) Legal Dimensions of Packaging

    (c) Monopolistic Competition

7. What do you understand by Personal Selling ? **20** Describe the steps involved in the selling process.

8. What is Sales Forecast ? Discuss the various **20** methods used for preparing the sales forecast of a hospitality organisation.

9. Write a detailed note on cyber marketing and its **20** role in hospitality marketing. Substantiate your answer with suitable examples.

10. Write short notes on **any two** of the following :

    10x2=20

    (a) Promotion Mix

    (b) Promotion Budget

    (c) Marketing Communication

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