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

**Term-End Examination**

**December, 2018**

**MHA-019 : SALES AND MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : (i) Attempt any five questions.*

*(ii) All questions carry equal marks.*

1. What audience attributes should be considered in using a channel of communication ? How far psychographics will be superior to demographics in the process ? Substantiate your answer with suitable examples from hospitality industry. 20
  
2. Write an essay on the "Rural Media Scene and its impact." 20
  
3. How do illustration, color, composition and size affect the response to an advertisement ? Illustrate with examples from travel and tourism field. 20
  
4. The celebrity advertising is obviously expensive but has some advantages. Discuss some of the major advantages of celebrity advertising. 20

5. Does "Sales" is a good method of measuring advertising effectiveness ? What are the major issues in measurement of advertising effectiveness ? Discuss keeping in view travel and tourism industry. 20
6. Discuss the various steps involved in media planning. Is it going to be different in the case of general products than in service products ? How ? Illustrate with suitable examples. 20
7. Write short notes on the following : 10x2=20  
(a) Managing Trade Promotions  
(b) Managing Consumer Promotions
8. Discuss the primary responsibilities of logistics group and marketing group within an organization. Why there is conflict between the two ? What measures should be taken to enhance cooperation ? 20
9. Write short notes on the following : 10x2=20  
(a) Planning cycle for creating communication  
(b) Effective communication symbols and its uses
10. What do you understand by "Positioning" ? What are the positioning alternatives for advertising agencies ? Explain with the examples from service industry. 20
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