

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

**Term-End Examination**

**June, 2021**

**MHA-10 : MARKETING MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** Answer any **five** questions in about 600 words each. All questions carry equal marks.

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1. What do you understand by Social Marketing ?  
How is social marketing different from business marketing ? 20
  
2. Write short notes on any **two** of the following : 2×10=20
  - (a) Market Segmentation
  - (b) Marketing Mix
  - (c) Difference between Marketing and Selling
  
3. Write a note on the place of marketing mix in marketing planning. 20
  
4. What is the importance of Consumer Behaviour for marketers ? Discuss the factors influencing consumer behaviour. 20
  
5. Discuss in brief the stages in the product life cycle. 20

2. Write short notes on any **two** of the following : 2×10=20
- (a) Legal Dimensions of Packaging
  - (b) Functions of Packaging
  - (c) Brand Name
7. What is meant by Communication Process ? How do communications influence the role of promotion in marketing ? 20
8. Define Sales Promotion. Discuss the objectives of Sales Promotion. 20
9. What is a Sales Forecast ? Explain the various methods used for preparing the sales forecast. 20
10. What is Cyber Marketing ? Discuss the limitations of cyber marketing. 20
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