

No. of Printed Pages : 3

MHA-19

**M. Sc. IN HOSPITALITY
ADMINISTRATION (MHA)
Term-End Examination
June, 2021**

MHA-19 : 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 while using a channel of communication ? Substantiate your answer with suitable examples from hospitality industry. 20
2. Discuss the various steps involved in media planning highlighting the difference between general products and service products. Illustrate with suitable examples. 20

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[2]

MHA-19

3. Discuss the primary responsibilities of logistics group and marketing group within an organization. What measures should be taken to enhance cooperation ? 20
4. What do you understand by Positioning ? What is the importance of positioning ? Explain with the examples from service industry. 20
5. Write short notes on the following : $10 \times 2 = 20$
 - (a) Planning cycle for creating communication
 - (b) Effective communication symbols and its uses.
6. Discuss the effectiveness of Internet as an advertising medium with examples from hospitality industry. 20
7. Write a detailed note on the legal and ethical issues in advertisement. Substantiate your answer with suitable examples from the hospitality industry. 20

[3]

8. Write short notes on the following : $4 \times 5 = 20$
- (a) Consumer Perceptions
 - (b) Unique Selling Propositions
 - (c) Public Relations
 - (d) Headline in Print Advertisement
9. Explain 'Interpersonal Media' and its role in the marketing communication related to service industry. 20
10. Explain the meaning of Public Relations (PR). Discuss the ways in which PR can help in the marketing functions. 20