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MHA-10

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

Term-End Examination

December, 2023

**MHA-10 : PRINCIPLES OF MARKETING
MANAGEMENT**

Time : 3 Hours

Maximum Marks : 100

Note : Answer any **five** questions. All questions carry equal marks.

1. Discuss the elements of service marketing mix with examples. 20
2. Explain relationship between product life cycle and marketing mix with the help of examples from hospitality industry. 20
3. Define product. What do you understand by product diversification ? 20
4. What is market segmentation ? Elaborate basis of segmentation with examples. 20

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5. Define marketing research. Discuss its nature and scope with reference to hotel industry. 20
6. What is sales forecast ? Discuss the various methods used for preparing the sales forecast of a hospitality organisation. 20
7. What is the role of pricing in marketing ? Explain methods of pricing. 20
8. Discuss the role of advertising in marketing. Explain the parameters for measuring the effectiveness of advertisement. 20
9. Illustrate how media planning is done for service industry. Describe the parameters used for measuring the impacts of advertisement. 20
10. Define cyber marketing. Explain the nature of cyber marketing with examples. 20