

No. of Printed Pages : 3

**MHA-19**

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

**Term-End Examination**

**December, 2023**

**MHA-19 : SALES AND MARKETING**

*Time : 3 Hours*

*Maximum Marks : 100*

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

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1. Explain the concept of marketing communication process. Also discuss the sources of misunderstanding in communication and how to mitigate them. 20
2. What are the different forms of mass media available for marketing in India ? Discuss the suitability of each for the hotel industry with examples. 20
3. What are the steps involved in planning the promotional strategies of a Luxury Hotel ? Explain with suitable examples. 20

**P. T. O.**

4. Discuss the importance of choosing the right font size and shape, headlines and composition for designing and developing a print advertisement. Explain with the help of examples. 20
5. Differentiate between the following : 2×10=20
  - (i) Advertising and Publicity
  - (ii) One-sided and two-sided Message
6. Define direct marketing. Describe the different means of direct marketing and their usefulness for the hotel industry. Support your answer with suitable examples. 20
7. What do you understand by Positioning ? What are the positioning alternatives for advertising agencies ? Explain with the examples from service industry. 20
8. Discuss the role and importance of internet in present times as a tool for marketing hospitality services. Support your answer with suitable examples. 20

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9. What is meant by “Ethics in Advertisements” ?  
Explain the need of ethical advertisement with  
the help of suitable examples from the hotel  
industry. 20
10. Write short notes on any *two* of the following :  
2×10=20
- (a) Composition of a print advertisement
  - (b) Unique Selling Proposition
  - (c) Social Marketing Communication