

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

00445

**Term-End Examination**

**June, 2017**

**MHA-019 : SALES AND MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. What is marketing communication ? Discuss the elements of the promotion mix. 20
2. What do you understand by the decision making frameworks of promotional strategy ? What are its components and stages ? 20
3. How do colour and size affect the response to a print advertisement ? Illustrate with examples. 20
4. How research is helpful in better advertising planning ? Discuss with the help of suitable examples. 20
5. Discuss the creative advantages and disadvantages of various media used for marketing. 20
6. What is media planning ? Explain the various steps involved in media planning. 20

7. Write short notes on **any two** of the following : 10x2=20
- (a) Media Scheduling
  - (b) Effectiveness of Internet Advertising
  - (c) Copy Testing
8. Elaborate on "Ethics in Advertisement". Why ethics in advertisement are important in a developing society like India ? 20
9. Explain the meaning of Public Relations (PR). Discuss the ways in which PR can help in the marketing functions. 20
10. What is the role of an advertising agency ? Discuss the functions and structure of an advertising agency. 20
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