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

Term-End Examination

June, 2018

MHA-010 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. How does social marketing differ from business marketing in terms of objectives, approaches and applicability of the 'four P's ? Explain with examples. 20
2. Write short notes on any two of the following :
 - (a) Marketing Mix 10x2=20
 - (b) Market Segmentation
 - (c) Physical Evidence
3. How are product life cycle and marketing mix inter-related ? Explain with the help of examples from hospitality industry. 20
4. Define marketing research. Discuss the scope of marketing research with suitable examples. 20
5. What are the different levels of consumer decision-making ? Explain the process of consumer decision making. 20

6. Write a detailed note on marketing communication. Explain with the help of examples. 20
7. What are the factors that influence the price of a product? Explain with the help of suitable examples. 20
8. What is the role of advertising? Explain the different kinds of advertising objectives. 20
9. Write short notes on **any two** of the following : 10x2=20
- (a) Sales Promotion
 - (b) Sales Forecast
 - (c) Direct Selling
10. What is cyber marketing? How is it different from conventional marketing? Explain with the help of suitable examples. 20
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