

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

**Term-End Examination**

**June, 2018**

**MHA-019 : SALES AND MARKETING**

**Time : 3 hours**

**Maximum Marks : 100**

**Note : (i) Attempt any five questions.**

**(ii) All questions carry equal marks.**

- 
1. Discuss the key behaviour aspects of consumers that affect the advertising communication. **20**
  2. What are the steps involved in planning the promotional strategies for a hospitality organization ? **20**
  3. Discuss the linkage between creativity and advertisement. What do you understand by creative associations ? **20**
  4. What are the different types of Media vehicles available to an advertiser ? What are the creative advantages and disadvantages of each media vehicle ? **20**
  5. Write short notes on the following : **4x5=20**
    - (a) Copy Testing
    - (b) Brand Image
    - (c) Elements of the Promotion Mix
    - (d) Trade (Sales) Promotion

6. What do you understand by Internet Advertising ? What are the similarities and differences between internet advertising and other mass media advertising ? 20
  7. What is Direct Marketing ? What are the different media for Direct Marketing ? 20
  8. What is meant by Social Marketing Communication ? Describe two advertisements on electronic media that showcase social marketing and another two advertisements that goes against social marketing. 20
  9. Write a detailed note on the major advertising tasks taken up by an advertising agency. 20
  10. Write short notes on any two of the following :
    - (a) Public Relations and Marketing 2x10=20
    - (b) Measuring Advertising Effectiveness
    - (c) Ethics and Advertisement
-