

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

**Term-End Examination**

**June, 2019**

00694

**MHA-19 : SALES AND MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. How do personality factors/variables of a consumer affect the purchase decisions ? Discuss in relation to the travel and tourism product. 20
2. Assume that you are a manager of promotion for a newly constructed Five Star Deluxe Hotel at Mumbai. Explain how you would develop an appropriate promotional strategy for the same. 20
3. What is the meaning of creativity ? How can one differentiate it from innovation ? Explain with suitable examples. 20
4. Media research is becoming an industry in itself. Enumerate the reasons. How is media research helpful in advertising planning and execution ? Discuss with examples. 20

5. Assess the merits of print media and television for a hotelier of national repute. 20
  6. What are the fundamental differences between Internet advertising and conventional forms of mass media advertising? 20
  7. What are the characteristics and advantages of Direct Marketing? Explain. 20
  8. In what ways can Marketing, Public Relations and Management help in strengthening the promotion strategy to achieve the marketing goals? Give suitable examples from the hospitality sector. 20
  9. What are the various timing patterns used in advertising? How do these vary over product classes? Explain with examples. 20
  10. Discuss the various 'Cs' and their role in planning a communication strategy. 20
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