

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

**Term-End Examination**

**June, 2022**

**MHA-10 : MARKETING MANAGEMENT**

*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. What is Marketing Management ? Illustrate the marketing concepts, with suitable examples. 20
2. What is Maslow's Theory of Motivation ? How does it influence the buying behaviour of consumers ? 20
3. Define Market Segmentation. Describe the basis of segmentation. 20
4. What do you understand by Personal Selling ? Describe the steps involved in the selling process. 20
5. Explain the concept of Branding. Mention the advantages and disadvantages of branding. 20

6. Write short notes on any **two** of the following : 2×10=20
- (a) Product Differentiation
  - (b) Marketing Mix
  - (c) Product Line
  - (d) Product Innovation
7. Discuss the importance of Product Life Cycle and Product Differentiation with relevant examples. 20
8. What is Sales Forecast ? Elaborate the various methods used in preparing sales forecast in context to hospitality industry, with examples. 20
9. Explain the significance of Channels of Distribution, with suitable examples in relevance to hospitality industry. 20
10. “The different sub-cultures in India play an important role in segmenting the Indian market for food products.” Justify with relevant examples. 20
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