

No. of Printed Pages : 2

MHA-10

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

Term-End Examination

June, 2023

**MHA-10 : PRINCIPLES OF MARKETING
MANAGEMENT**

Time : 3 Hours

Maximum Marks : 100

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

1. Write an essay on Marketing Planning with examples. 20
2. What is need ? How demand and desire created for this need by marketing firms ? Explain with relevant examples. 20
3. Explain types of competitors. How do these competitors affect marketing strategy in hospitality sector ? 20

P. T. O.

4. Explain STP in hotels. 20
5. What do you understand by product life cycle ?
Discuss the marketing mix suitable for each
stage of product life cycle. 20
6. What do you understand by Packaging ? What
are the functions of packaging ? Explain how
packaging is done in hospitality industry. 20
7. What is branding ? Explain advantages and
disadvantages of branding in hospitality
industry with example. 20
8. Write notes on the following :
 - (a) Decision-making process 10
 - (b) Buyer behaviour model 10
9. Write an essay on “Communication influences
the role of promotion in marketing.” 20
10. What is marketing audit ? How is it conducted
in hospitality industry ? 20