

No. of Printed Pages : 2

MHA-10

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

Term-End Examination

June, 2024

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

Time : 3 Hours

Maximum Marks : 100

***Note :** Answer any **five** questions in about **600** words each. All questions carry equal marks.*

1. “The marketing strategy consists in directing a proper marketing mix towards a target group of customers”. Elaborate the statement. 20
2. Discuss the reasons for growth of the service sector. What are the elements of marketing mix in service marketing ? Elaborate. 20

P. T. O.

3. Discuss in detail about the relationship between marketing mix and marketing strategy. 20
4. What is a marketing organization ? Discuss the changing role of marketing organizations. 20
5. Write an essay on “Marketing Research Procedure”. 20
6. Write short notes on the following : 20
 - (a) Model of consumer behavior
 - (b) Types of consumers in hospitality sectors.
7. “Man is a social animal and is influenced by the people with whom he or she interacts.” Critically analyze the statement by giving suitable examples from the hospitality industry. 20
8. Describe level and process of consumer decision making. 20
9. Write short notes on the following : 20
 - (a) India’s market potential
 - (b) Types of consumers in hospitality sector
10. What is the need of new product development ? Also discuss the process through which a product has to pass before it is finally launched into the market. 20