

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

Term-End Examination

June, 2015

00208

MHA-19 : SALES AND MARKETING

Time : 3 hours

Maximum Marks : 100

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

1. What are the reasons for measuring the effectiveness of an advertising campaign ? Discuss the methods used and issues involved in the measuring of advertisement effectiveness. 6+14=20

2. Discuss the importance of choosing the right font size and shape, headlines and composition for designing and developing a print advertisement. Explain with examples. 20

3. Define Media. What are the types of media available to the advertisers ? What are the factors that influence the advertiser's selection of media in the hospitality industry ? 5+8+7=20

4. Illustrate with suitable examples the role of internet marketing in the hospitality industry. 20

5. Write short notes of the following : 4×5=20
- (a) Sales Promotion
 - (b) Brand Image
 - (c) Public Relations
 - (d) Media Scheduling
6. What is the role of Direct Mail in marketing communication ? What are the points to be considered while designing the direct marketing promotions ? 10+10=20
7. Write a note on the role and functions of an advertising agency. 20
8. What is the importance of the talent 'creativity' in advertisement ? Substantiate your answer with suitable examples. 20
9. What is the link between Public Relations and Publicity ? What is the role and importance of Public Relations in the hospitality industry ? Explain with examples. 20
10. Write short notes on any *two* of the following : 2×10=20
- (a) Establishment of Promotional Objectives
 - (b) Internet Marketing for the Hospitality Industry
 - (c) Societal Marketing Communication
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