

M.Sc. HOSPITALITY ADMINISTRATION

Term-End Examination

November, 2013

MHA-19 (S) : SALES AND MARKETING

Time : 3 hours

Maximum Marks : 100

Note : Attempt *any five* questions in about 600 words each

1. Explain the process of Marketing Communication. What are the sources of misunderstanding in communication ? 20
2. Discuss in detail the different learning theory concepts of relevance to advertisers. 20
3. Write an essay on media planning as a process. Explain with suitable examples. 20
4. What are the four basic elements of media strategy statement ? Explain. 20
5. Justify the statement, "Companies are not into business to make things but to make customers". Explain with at least two relevant case - studies. 20
6. Write a short note on **any four** of the following :
 - (a) Direct marketing
 - (b) Copy testing
 - (c) Media scheduling
 - (d) Headlines
 - (e) Advertising and ethics5x4=20

7. Define PLC. Discuss the different stages with examples. 2
 8. Why market research is an important tool in Marketing ? Discuss with examples. 2
 9. How does technology change impacted the use of communication as a marketing tool for advertisers ? Write in detail the pros and the cons. 2
 10. Discuss in detail why psychographics is considered responsible for determining the buying decisions of consumers ? Explain with examples. 2
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