

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

00721

Term-End Examination

December, 2014

MHA-10 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. Explain with the help of suitable examples the elements of Marketing Mix in Service Marketing. 20
2. What are the methods of designing Marketing Organisation ? Which design is best suited for luxury hotels and why ? 14+6=20
3. How do psychological and personal factors influence buyers' behaviour ? 10+10=20
4. Explain with the help of suitable examples from the Hospitality Industry, the effect of Product Life Cycle on Pricing. 20

5. Write short notes on any *two* of the following : 2×10=20
- (a) Societal Marketing
 - (b) Marketing Research
 - (c) Market Segmentation
6. Explain with the help of examples, the stages in Buyers' decision making process. 20
7. Write a note on advertising as an effective tool of marketing communication, with suitable examples from the Tourism and Hospitality Industry. 20
8. What are the approaches and methods of Sales Forecasting ? What is the role of Sales Forecasting in the Hospitality Industry ? 15+5=20
9. Write a note on recruiting, managing and motivating Sales Personnel in the Hospitality Industry. 20
10. Write short notes on any *two* of the following : 2×10=20
- (a) Branding in Hospitality
 - (b) Cyber Marketing
 - (c) Types of Products
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