

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

Term-End Examination

00001

December, 2014

MHA-19 : SALES AND MARKETING

Time : 3 hours

Maximum Marks : 100

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

1. What are the steps involved in planning the promotional strategies of an organization? Explain with suitable examples from the hospitality industry. 20
2. What is the role and importance of choosing the right font size and shape, headlines and composition for designing and developing a print advertisement ? Explain with examples. 20
3. What do you understand by evaluation of an advertising campaign ? What are the methods of evaluation of advertising campaigns ? 20
4. Explain the various sales promotion schemes aimed at the consumers and salespersons in the service industry. Substantiate your answer with examples from the hospitality industry. 10+10=20

5. Write short notes on the following : 4×5=20
- (a) Elements of Promotion Mix
 - (b) Trade Promotions
 - (c) Unique Selling Propositions
 - (d) Copy Testing
6. What is Direct Marketing ? What are the types of direct marketing offers ? Are they suitable for the hospitality industry ? Why ? 5+8+7=20
7. “Public Relations plays an important role in the marketing of services.” Comment. Justify your answer with suitable examples. 20
8. Write a note on “Ethics in Advertisement”. Substantiate your answer with suitable examples from the hospitality industry. 20
9. Discuss the concept of creativity in advertisement. Substantiate your answer with suitable examples. 20
10. Write short notes on any *two* of the following : 2×10=20
- (a) Methods of measuring advertisement effectiveness
 - (b) Interpersonal Media
 - (c) Societal Marketing Communication
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