

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

00423

**Term-End Examination**

**December, 2016**

**MHA-010 : MARKETING MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. Trace the evolutionary history of marketing concepts till modern times. Substantiate your answer with relevant examples from the hospitality industry. **20**
2. Discuss the relationship between marketing mix and marketing strategy. Explain with the help of examples. **20**
3. What is meant by market segmentation? How is it linked with product diversification? Explain with the help of suitable examples from the hospitality industry. **20**
4. Define Marketing Organisation. What are the methods of designing a marketing organisation? **20**
5. Write short notes on **any two** : **10x2=20**
  - (a) Channels of Distribution
  - (b) Product Life Cycle
  - (c) Market Segmentation

6. Explain the role and importance of advertisement and publicity in promoting hospitality services. 20
7. Write a note on the impact of government policies on the pricing and promotional decisions of hospitality sector. 20
8. What do you understand by Demand Forecasting ? Explain the role and importance of demand forecasting in the hospitality industry. 20
9. What do you understand by Consumer Behaviour ? Discuss the stages in the buyer decision making process with examples from the hospitality industry. 20
10. Write short notes on **any two** : 10x2=20
- (a) Scope of Marketing Research
  - (b) Sales Promotion
  - (c) Full Cost Pricing
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