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

Term-End Examination

December, 2016

MHA-019 : 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 do you understand by marketing communication ? Discuss the sources of misunderstanding in communication. 20
2. Write short notes on any two of the following :
(a) Status of mass media 10x2=20
(b) Rural media scene
(c) Consumer Perception
3. Explain the importance of message design in communication framework. Discuss the tools used to create messages. 20
4. What is the meaning of creativity ? Discuss the various kinds of creative associations with examples. 20
5. What are the major issues in measurement of advertising effectiveness ? Discuss each briefly. 20

6. Discuss the characteristics of **any four** of the following advertising medium : **5x4=20**
- (a) Television
 - (b) Radio
 - (c) Newspapers
 - (d) Magazines
 - (e) Aerial Media
7. Discuss the fundamental difference between internet advertising and conventional forms of mass media advertising. Substantiate your answer with suitable examples from hospitality industry. **20**
8. What is direct marketing ? Discuss the characteristics of direct marketing. **20**
9. What do you understand by positioning ? What are the positioning alternatives for advertising agencies ? Explain with the help of examples. **20**
10. What do you understand by social responsible marketing ? Discuss few advertisements on electronic media that go against the norms of social responsible marketing. **20**
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