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MHA-010

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

Term-End Examination

December, 2020

**MHA-010 : PRINCIPLES OF MARKETING
MANAGEMENT**

Time : 3 Hours

Maximum Marks : 100

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

1. What is social marketing ? Discuss the relevance of social marketing. Explain with the help of examples from the hospitality industry.

20

2. What do you understand by the concept of service ? Discuss the reasons for growth of the service sector.

20

3. Write short notes on any *two* of the following : 10×2=20
- (a) Implications of social marketing
 - (b) Personal selling
 - (c) Physical evidence
4. What do you understand by market segmentation ? Discuss in brief the different bases for segmentation. 20
5. Write short notes on any *two* of the following : 10×2=20
- (a) Key elements in the marketing mix
 - (b) Product life cycle and marketing mix
 - (c) Role of advertising in the marketing mix
6. Define marketing research. Explain in brief the broad areas of application of marketing research. 20
7. What is product life cycle ? Explain, how the marketing mix has to be changed during the different stages of the product life cycle. 20

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8. Write short notes on any *two* of the following :

10×2=20

- (a) Determinants of promotion mix
- (b) Nature and use of price discounts
- (c) Product positioning and price

9. What is sales forecast ? Discuss in brief the various methods used for preparing the sales forecast. 20

10. Discuss the importance of distribution channels in the overall marketing of products. 20