

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

**Term-End Examination**

**February, 2021**

**MHA-019 : SALES AND MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

---

**Note :** *Attempt any **five** questions. 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. Write an essay on the status of mass media in India. 20
3. What do you understand by evaluation of an advertising campaign ? What are the methods of evaluation of advertising campaigns ? 20
4. How does the personality of a consumer affect the purchase decisions ? Explain with suitable examples in relation to tourism products. 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 do you mean by “Interpersonal Media” ?  
How can the same be used for marketing communication related to service industry ?  
Explain with examples. 20
7. Write short notes on the following : 2×10=20
- (a) Sales Promotion
  - (b) Brand Choice Consideration
8. Write a note on “Ethics in Advertisement”.  
Substantiate your answer with suitable examples from the hospitality industry. 20
9. 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
10. Discuss the major advantages and disadvantages of celebrity advertising. 20
-