

00166

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

Term-End Examination

June, 2016

MHA-10 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. Explain the effect of service characteristics on hospitality marketing. Substantiate your answer with suitable examples. **20**
2. What do you understand by product life cycle ? Discuss the marketing mix suitable for each stage of product life cycle. **20**
3. Define market segmentation. Discuss the need and techniques of market segmentation with the help of suitable examples. **20**
4. Elaborate the basic steps in Marketing Research. Also discuss the areas of application of marketing research in hospitality industry. **20**
5. Write short notes on any two : **10x2=20**
 - (a) Limitations of cyber marketing
 - (b) Importance of Branding in Hospitality Industry
 - (c) Marketing organisation

6. Enumerate and discuss the factors that may influence buyer's behaviour in the hospitality industry in a B to B scenario. 20
7. Discuss the role of advertising in marketing. What are the parameters for measuring the effectiveness of advertisement ? 20
8. How will you train and motivate the sales personnels ? Discuss with examples from the hospitality industry. 20
9. Discuss the significance of various channels of distribution with relevant examples from the hospitality industry. 20
10. Write short notes on **any two** : 10x2=20
- (a) Skimming and Penetration Pricing
 - (b) Personal selling
 - (c) Product diversification in the hospitality industry.
-