

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

Term-End Examination

June, 2016

MHA-19 : SALES AND MARKETING

Time : 3 hours

Maximum Marks : 100

*Note : (i) Attempt any five questions in about 600 words each.
(ii) All questions carry equal marks.*

1. How personality factors/variables of a consumer affect the purchase decisions ? Discuss the same with suitable examples in relation to tourism products. 20
2. Define Promotional Strategy. Also describe an approach for planning promotional strategy for a typical marketing firm. 20
3. What is Unique Selling Proposition (USP) ? How brand image can be created in service industry like hospitality ? Elaborate with suitable examples. 20
4. What do you mean by "Interpersonal Media" ? How the same can be used for marketing communication related to service industry ? 20
5. Write short notes on the following : 10+10=20
 - (a) Creativity in marketing messages
 - (b) Composition of a television advertisement

6. "The task for the marketing communicator does not lie in creating and imposing new devices, but in creating associations with things that are rooted in people's culture and day to day existence". Analyse the statement by giving suitable examples from travel and tourism industry. 20
7. Discuss the various 'C' and their role in planning a marketing communication strategy. 20
8. Why advertising ethics are important in a developing society like India? Also discuss the major regulations influencing advertising in India. 20
9. Write short notes on the following : 10+10=20
(a) Sales Promotion
(b) Brand choice consideration
10. Write an essay on the status of mass media in India. 20
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