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**MHA-010**

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

**Term-End Examination**

**June, 2020**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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*Note : (i) Answer any five questions in about  
600 words each.*

*(ii) All questions carry equal marks.*

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1. Define Marketing. Discuss the elements of service marketing mix. 20
2. Discuss the concept of service in terms of its special characteristics. Explain with the help of examples from hospitality industry. 20

**P. T. O.**

3. Write a note on relationship between marketing mix and marketing strategy. 20
4. Write short notes on any *two* of the following :  
 $10 \times 2 = 20$
- (a) Market segmentation vs. Product differentiation
  - (b) Benefits and Doubts about segmentation
  - (c) Marketing Information System
5. What do you understand by matrix organization ? Discuss the advantages and disadvantages of matrix organization. 20
6. What is meant by consumer behaviour ? Discuss the importance of consumer behaviour for marketers. 20
7. Discuss the importance of branding and packaging decisions in the marketing of products. Explain with the help of examples. 20

8. Explain, the role of advertising. Describe the parameters used for measuring advertising effectiveness. 20
9. What is a sales forecast ? Discuss in brief the various methods used for preparing the sales forecast. 20
10. What is cyber marketing ? Discuss the limitations of cyber marketing. 20

