

No. of Printed Pages : 3

**MHA-19**

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

**Term-End Examination**

**June, 2020**

**MHA-19 : SALES AND MARKETING**

*Time : 3 Hours*

*Maximum Marks : 100*

---

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

*(ii) All questions carry equal marks.*

---

---

1. Describe the ways in which promotional mix for a travel and tourism product would differ from the promotional mix of general product. Describe with the help of suitable examples. 20

**P. T. O.**

2. What is "Media Exposure" ? What types of changes have taken place in the Rural Media Scene, during the past decade ? Discuss. 20
3. How do composition, size and colour affect the response to an advertisement ? Illustrate with suitable examples. 20
4. Write an essay on "Advertising Research Role and Trends". 20
5. How are media options evaluated ? Describe creative advantages and disadvantages of various media for a service product. 20
6. Write short notes on the following :  $10 \times 2 = 20$ 
  - (a) Managing consumer promotions
  - (b) Managing sales force promotions
7. What do you mean by direct marketing ? Describe the characteristics and advantages of direct marketing. 20

8. What is social marketing communication ? How social communication is distinct from brand advertising ? Give examples. 20
9. Discuss the role of public relations in marketing. Give suitable examples from hospitality sector. 20
10. Write short notes on the following :  $10 \times 2 = 20$
- (a) Advertising Ethics
  - (b) McKinsey 7S model