

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

**Term-End Examination**

**June, 2022**

**MHA-019 : SALES AND MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Elucidate on the role of Internet marketing in hospitality sector, with suitable examples. 20
2. Explain the importance of Advertising Research Role and Trends. What are the methods used for measuring effectiveness of advertisements ? 20
3. Explain various sales promotion schemes and support your answer, with suitable examples. 20
4. Write short notes on the following : 4×5=20
  - (a) Copy Testing
  - (b) Brand Image
  - (c) Publicity
  - (d) Promotional Mix

5. “Colour, Size and Composition of an advertisement makes a major impact on consumer responses.” Justify with suitable examples. 20
  6. What is Public Relations ? Discuss various PR exercises used in hospitality industry. 20
  7. With regards to hospitality industry, explain legal and ethical issues in advertising and publicity. 20
  8. What is Interpersonal Media ? How is marketing communication used in service industry ? 20
  9. What is Direct Marketing ? Explain different styles of Direct Marketing used in the hospitality industry, with an example. 20
  10. Write an essay on Trade Promotion. 20
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