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**MHA-19**

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

**Term-End Examination**

**June, 2023**

**MHA-19 : SALES AND MARKETING**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) Answer any **five** questions.

(ii) All questions carry equal marks.

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1. “Different people buy same product (brand) for different motives.” Elaborate this statement with suitable examples. 20
2. During the past decade, what major changes have taken place in Indian media scene ? Explain with suitable examples. 20

**P. T. O.**

3. How is research helpful in better planning of advertisement and strategy ? Explain with example. 20
4. Explain major issues in measurement of advertising effectiveness with examples. 20
5. Discuss the fundamental difference between internet advertising and conventional form of mass media advertising with example from hospitality industry. 20
6. Write short notes on the following : 10+10
  - (a) Role of communication in value creation
  - (b) Trends in marketing communication
7. Explain the meaning and motive of Public Relations (PR). How does PR help in marketing function ? 20
8. Write an essay on planning cycle for creating communication in social marketing. 20

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9. Discuss major objectives of communication for its brand with an example of hospitality establishment. 20
10. Write a note on understanding of Porter's model. How does it help in developing effective communication strategy ? 20