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MHA-19

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

Term-End Examination

June, 2024

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. What are the key behavioural variables/factors of a consumer that affect the purchase decisions ? Explain with the help of suitable examples from hotel industry. 20
2. What is meant by 'Interpersonal Media' ? How can we use it for marketing communication ? Support your answer with examples from service industry. 20
3. Explain the important considerations in organising and managing consumer sales promotion activities. Give examples. 20

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4. Describe the role and importance of public relations in marketing. Support your answer with examples from the hospitality sector. 20
5. Write short notes on the following : 4×5=20
 - (i) Sales Promotion
 - (ii) Positioning
 - (iii) Status of Mass Media
 - (iv) Public relations
6. Discuss the 'Cs' of communication and their role in planning a communication strategy. 20
7. What is Unique Selling Proposition (USP) ? How can we create brand image in hospitality industry ? Give suitable examples. 20
8. Discuss the strategies adopted by advertising agencies for client account management. 20
9. Discuss the effectiveness of Internet as an advertising medium with examples from hospitality industry. 20
10. Write notes on any *two* of the following : 2×10=20
 - (a) Social Marketing Communication
 - (b) Direct marketing and Hotel industry
 - (c) Media Scheduling

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