

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

Term-End Examination

June, 2015

00228

MHA-10 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. Discuss the relationship between human needs, wants and marketing concept. 20
2. Discuss how social change is brought about in a planned manner through social marketing technology. 20
3. Write short notes on the following : 10+10=20
 - (a) Service characteristics
 - (b) Elements of marketing mix in service marketing
4. Write an essay on Indian consumer environment for hospitality products. 20

5. What are the considerations involved in designing the marketing department in hotel industry ? 20
6. "Consumer behaviour is helpful in understanding the purchase behaviour and preferences of different consumers." Examine the statement with the help of suitable examples. 20
7. Write short notes on the following : 10+10=20
- (a) Decision-making process
 - (b) Buyer Behaviour Models
8. Describe the different types of products and related marketing strategy. 20
9. Explain how the marketing mix has to be changed during the different stages of the product life cycle. 20
10. How does communication influence the role of promotion in marketing ? 20
-