

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

**Term-End Examination**

**June, 2019**

00534

**MHA-010 : MARKETING MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

(ii) *All questions carry equal marks.*

1. How marketing concept and marketing mix are integrated in service industry ? Substantiate your answer with suitable examples from hospitality industry. 20
2. Discuss the concept of service and service marketing. What are the characteristics of Services ? 20
3. Write short notes on : 10x2=20
  - (a) Bases for market segmentation
  - (b) Principles of Designing an Organisation
4. Elaborate the factors influencing Consumer Behaviour. How a consumer's purchase decisions are affected by his/her personal characteristics ? 20
5. Write an essay on "Indian Consumer Environment". 20

6. What are the brand strategy options open to a firm ? Discuss their relative strengths and weaknesses. 20
7. Write short notes on : 10x2=20  
(a) The Promotion Mix  
(b) Role of Communication in marketing
8. Explain how media planning is done for service industry. Describe the parameters used for measuring advertising effectiveness. 20
9. Explain the nature and role of personal selling and sales promotion. Substantiate your answer with suitable examples from travel and tourism industry. 20
10. What is "Alternative channels of distribution" ? Substantiate your answer with suitable example from hospitality industry. 20
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