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MHA-10

**MASTER OF SCIENCE (HOSPITALITY
ADMINISTRATION) (MHA)**

Term-End Examination

December, 2024

**MHA-10 : PRINCIPLES OF MARKETING
MANAGEMENT**

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any **five** questions in about
600 words each. All questions carry equal
marks.

1. Discuss the relevance of marketing in a developing economy. 20
2. Discuss the pricing tactics that may be used to sell services in hospitality industry. Give suitable examples. 20
3. What do you mean by market segmentation ? What are the benefits and doubts about segmentation ? Elaborate the same. 20

4. What is marketing research ? Elaborate the purpose and scope of marketing research. 20
5. Write short notes on the following : 10+10
 - (a) Application of Marketing Research
 - (b) Marketing Research in India
6. What do you mean by consumer behavior ? Discuss the factors influencing consumer behavior. 20
7. Explain the process of consumer decision-making. 20
8. Write an essay on “Indian Consumer Environment”. 20
9. What is the need of new product development ? Also discuss the process through which a product has to pass before it is finally launched into the market. 20
10. Write short notes on the following : 10+10
 - (a) Advertising management
 - (b) Role of advertising

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