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MHA-19

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

Term-End Examination

December, 2024

MHA-19 : SALES AND MARKETING

Time : 3 Hours

Maximum Marks : 100

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

1. Explain the process of Marketing Communication. Discuss the causes of misunderstanding in communication. 20
2. What is the linkage between creativity and advertisement ? What do you understand by creative associations ? Substantiate your answer with suitable examples. 20

3. What are the different types of media available to the advertisers ? What are the factors that influence advertisers' selection of media in the hospitality industry ? 20
4. What do you understand by 'evaluation of an advertising campaign' ? What are the methods of evaluating and advertising campaign ? 20
5. Write short notes on the following : 4×5=20
- (i) Creative Process
 - (ii) Unique Selling Propositions
 - (iii) Trade Promotions
 - (iv) Interpersonal Media
6. Explain the concept of Direct Marketing. Discuss the types of direct marketing offers and their suitability for the hospitality industry. 20
7. What are the functions of an advertising agency ? What are the advertising tasks ? 20

8. Discuss the '3Cs' and their role in planning a marketing communication strategy. Explain with the help of an example from the hospitality industry. 20
9. Critically analyse the merits and demerits of using a celebrity for promoting a hotel. 20
10. Write short notes on any *two* of the following :

2×10=20

- (a) Mass media in India
- (b) Creative associations
- (c) Ethics in Advertisement

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