

No. of Printed Pages : 2

MHA-10

**M. SC. IN HOSPITALITY
ADMINISTRATION (MHA)
Term-End Examination
December, 2025**

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

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any **five** questions in about
600 words each.

(ii) All questions carry equal marks.

1. Discuss the relevance of marketing in a developing economy. Substantiate your answer by giving suitable examples from India. 20
2. What is 'Optimum Marketing Mix' ? Discuss the relationship between marketing mix and marketing strategy. 20

[2]

3. Critically analyze the changing role of marketing organizations. 20
4. What is marketing research ? Describe marketing research procedure. 20
5. Discuss the factors influencing Indian consumer behavior. 20
6. Write an essay on “Models of Buyer Behavior”. 20
7. Explain how the marketing mix has to be changed during the different stages of the product life cycle. 20
8. Write short notes on the following : $2 \times 10 = 20$
 - (a) Marginal Cost Pricing
 - (b) Customary Pricing
9. Identify the basic factors that prompt a company to brand its products. Select any well advertised hospitality brand and define the personality of that brand. 20
10. Write short notes on the following : $2 \times 10 = 20$
 - (a) Product Sales Determinants
 - (b) Physical Distribution Task

× × × × ×