

No. of Printed Pages : 3

MHA-19

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

MHA-19 : SALES AND MARKETING

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. What is meant by marketing communication process ? What is the role of marketing communication process in hotel industry ? Explain with suitable examples. 20
2. Discuss the key behavioural aspects of consumers that affect the advertising communication process. Support your answer with suitable examples. 20

3. Explain the importance of message design in the communication framework. Discuss the tools used to create messages. 20
4. Discuss the effectiveness of Internet as an advertising medium with examples from hospitality industry. 20
5. Write short notes on the following regarding Print advertisement : 4×5=20
 - (a) Headlines
 - (b) Font Size and Shape
 - (c) Body Copy
 - (d) Colour
6. Describe the role of “1st C-Cooperation” in the communication process. 20
7. Discuss the implication of Product Life Cycle on the promotion mix. Support your answer with suitable example from hospitality industry. 20
8. Discuss the major advantages and disadvantages of celebrity advertising. Support your answer with examples. 20

[3]

9. What is the importance of market research in Marketing ? Discuss with examples from the hospitality industry. 20
10. Write short notes on any *two* of the following in about **300** words each : 2×10=20
- (a) Ethics in hospitality advertisements
 - (b) Interpersonal Media
 - (c) Unique selling proposition of a beach resort

× × × × ×