

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

June, 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.

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1. Explain the concept of marketing and market segmentation. How is marketing different from selling ? 20

2. Describe the characteristics of services. Also discuss the elements of marketing mix in service marketing. 20
3. What is market segmentation ? How should a hospitality company select its market segments ? Give suitable examples. 20
4. What do you mean by marketing research ? Discuss the scope of marketing research in India. 20
5. What do you understand by consumer behaviors ? Discuss 'Types of Consumers' in Indian context. 20
6. What is a 'Decision' ? Describe the process of decision-making. 20
7. Discuss the demographic characteristics of Indian Consumer environment. 20
8. Explain the 'Product life cycle concept' in marketing management and state why you feel it is useful to understand marketing management concept. 20

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9. Select a branded consumer product of hospitality industry. Analyze in detail the factors that have contributed to its success.

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10. Write short notes on the following : 2×10=20

(a) The Promotion Budget

(b) Role of Advertising

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