

**M. SC. (HOSPITALITY  
ADMINISTRATION)  
(MHA)**

**Term-End Examination**

**June, 2025**

**MHA-19 : SALES AND MARKETING**

*Time : 3 Hours*

*Maximum Marks : 100*

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

(ii) All questions carry equal marks.

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1. Discuss the role and importance of marketing communication with respect to hospitality industry. Substantiate your answer with suitable examples. 20
2. How does the behaviour aspects of consumers affect the advertising communication ? Substantiate your answer with suitable examples from the Hospitality Industry. 20

3. What are the important aspects to consider while designing and composing a print advertisement ? 20
4. What are the different types of media vehicles available to an advertiser ? What are the creative advantages and disadvantages of each media vehicle when used for promoting services ? 20
5. Write short notes on the following : 4×5=20
  - (i) Copy Testing
  - (ii) Direct Marketing
  - (iii) Interpersonal Media
  - (iv) Brand Image
6. What is the need of measuring the effectiveness of an advertisement ? What are the methods commonly used for measuring the effectiveness of advertisement ? 20
7. Discuss the legal and ethical issues in advertisement. Substantiate your answer with suitable examples from the Hospitality Industry. 20

8. Discuss the role of public relations in marketing. Give suitable examples from hospitality sector. 20
9. Critically analyse the merits and demerits of using Print media *vs.* Internet for promoting a hotel. 20
10. Write short notes on any *two* of the following : 2×10=20
- (a) Rural Media scene of India
  - (b) Elements of Promotion Mix
  - (c) Process of Media Selection

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