

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

Term-End Examination

June, 2026

**MHA-010 : 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. How marketing concept and marketing mix are integrated in practice ? Elaborate your answer by giving suitable examples from hospitality industry. 20
2. What do you mean by developing economy ? Which type of marketing is suitable at

different levels of economic development ?

Give suitable examples. 20

3. Discuss the reasons for the growth of the service sector. 20
4. Why marketing mix is an important determinant of a firm's success ? What problems a marketer faces in determining a suitable marketing mix for star category hotels ? 20
5. Write short notes on the following in about 300 words each : $2 \times 10 = 20$
 - (a) Market segmentation versus product differentiation
 - (b) Benefits and doubts about segmentation
6. Write an essay on "Models of Buyer Behaviour". 20
7. Discuss marketing strategy for a small restaurant . 20
8. Write short notes on the following in about 300 words each : $2 \times 10 = 20$

[3]

- (a) Product management organisation
 - (b) Market-centered organisation
9. Identify the basic factors that prompt a company to brand its products. Select any well-advertised hotel brand of your choice and define the personality of that brand. 20
10. Discuss types of advertising and role of advertising in service industry. 20

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