

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

Term-End Examination

June, 2026

MHA-019 : 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 are the steps involved in planning the promotional strategies of an organization ? Explain with suitable examples from the hospitality industry. 20
2. Discuss the framework for planning promotional strategy for a typical marketing firm. 20

3. Define creativity. Discuss the various kinds of creative associations with examples. 20
4. What are the important aspects to consider while designing a print advertisement ? Support your answer with suitable examples. 20
5. Write short notes on the following in about 150 words each : 4×5=20
 - (a) Interpersonal Media
 - (b) Print Media
 - (c) Product Life Cycle
 - (d) Copy Testing
6. Explain the need for measuring the effectiveness of an advertising campaign. Discuss the methods used and issues involved in the measuring of advertisement effectiveness. 20
7. What are the differences between Internet advertising and conventional forms of mass media advertising ? Explain with the help of examples from hospitality industry. 20

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8. Explain the meaning and motive of Public Relations (PR). How does PR help in the marketing function of a hospitality firm ? 20
9. Describe the role of “3rd C-Competitive Response” in the marketing communication process. 20
10. Write notes on any *two* of the following in about **300** words each : 2×10=20
 - (a) Elements of Promotion Mix
 - (b) ‘Cs’ of Communication
 - (c) Media Selection

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