

Total No. of Pages : 4

Roll No.

HM – 303
Introduction to Marketing
Master of Hotel Management
(MHM-17)
1st Semester, Examination-2019

Time : 3 Hours

Max. Marks : 40

Note : This Paper is of Forty (40) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section- A

(Long-Answer-type questions)

Note : Section 'A' Contains Three (03) Long-Answer type questions of Ten (10) marks each. Learners are required to answer any two (02) questions only.

(2 x 10 =20)

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P. T. O.

(2)

1. What is Market Positioning? Discuss with examples.
2. What is the importance of developing new product promotion strategies? Discuss two strategies with examples.
3. Market Segmentation assists in efficiency in room sales. Justify.

Section - B

(Short-Answer-Type questions)

Note : Section 'B' contains six (06) Short- answer type questions of Five (05) marks each. Learners are required to answer any Four (04) questions only.

(4x5=20)

(3)

Write short notes on the following :

1. Marketing Mix
2. Channel Management
3. Societal Marketing
4. Consumerism
5. Merchandising
6. Target Market