

**MASTER OF ARTS  
(TOURISM MANAGEMENT)**

**Term-End Examination**

**December, 2013**

**MTM-06 : MARKETING FOR TOURISM  
MANAGERS**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Attempt any five questions in about 600 words each.  
All questions carry equal marks.*

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1. How does social marketing differ from Business marketing in terms of objectives, approaches and the applicability of the Marketing Mix ? 20
2. Define 'service' from a marketing point of view. Explain the elements of marketing mix in service marketing. 20
3. Define Market segmentation and explain its benefits. How would an Indian outbound tour operation company promoting Europe as a destination select its target segments ? 20
4. Elaborate the basic steps in a Marketing Research process. Discuss the broad areas of applications of Marketing Research. 20

5. Explain the model of family decision making in the context of deciding the choice of the summer vacation destination. Assume that the family comprise husband, wife, a 15 year old son and a 10 year old daughter. 20
  6. Discuss the determinants of pricing citing suitable examples. 20
  7. Write short notes in about **150** words each : 20
    - (a) Stage of Product Life Cycle
    - (b) Role of advertising
    - (c) Selection of media for promotional activities
    - (d) Importance of Branding
  8. Explain the steps in the selling process taking examples from the tourism sector. 20
  9. Differentiate between a short term and long term sales forecasts. Discuss the types and nature of information required for making sale forecasts. 20
  10. Elaborate the procedure of selecting sales personnel. What are the various ways in which sale personnel can be motivated ? 20
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