

03842

**MASTER OF ARTS IN TOURISM
MANAGEMENT (MTM)**

Term-End Examination

December, 2015

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

Time : 3 hours

Maximum Marks : 100

*Note : Attempt **any five** questions. Each question carry **equal** marks.*

1. Discuss the modern concept of marketing. How can it be related with the human needs ? 20
2. "Marketing of services is unique in nature." 20
Examine the statement.
3. Discuss the factors that may influence the consumer behaviour. 20
4. How can Product Life Cycle concept be applied to tourism trade ? Give suitable examples. 20
5. Write short notes on **any two** of the following : 10+10
 - (a) Sales forecasting
 - (b) Cyber marketing
 - (c) Managing sales personnel

6. Discuss the various determinates of pricing. How would they effect the pricing of a tour package ? 20
 7. "Branding and packaging are essential components of product management." Discuss them in the context of a tourism product. 20
 8. What is the purpose and objective of market research ? Discuss its usage and applications in the context of tourism and hospitality industry in India. 10+10
 9. Discuss the alternative channels of distribution. 20
 10. How do government regulations and policies influence marketing ? 20
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