

00453

MASTER OF ARTS IN TOURISM MANAGEMENT (MTM)

Term-End Examination

December, 2016

MTM-006 : MARKETING FOR TOURISM MANAGERS

Time : 3 hours

Maximum Marks : 100

Note : (i) Answer *any five* questions in about **600** words each.
(ii) All questions carry *equal* marks.

1. Explain the 4 P's of Marketing Mix with suitable example from Tourism Industry. 20
2. Describe the various components of a Marketing Plan of a domestic tour package. 20
3. Explain citing relevant examples, the broad areas of application of Marketing Research. 20
4. What do you understand by the term "Product" ? Describe the various types of consumer and Industrial products. 20
5. Write short notes on the following in about 150 words each : 5x4=20
 - (a) Advertising objectives
 - (b) Information required for a sales forecast
 - (c) Forms of non-price competition
 - (d) Types of Purchase Decision Behaviour

6. Explain the stages in a Product Life Cycle. Suggest Marketing Mix strategies to rejuvenate two different Hill Stations, one at its growth stage and the other at its Decline stage. 20
 7. Define 'Packaging' of products. Discuss its functional aspect and relevance as a Marketing tool. 20
 8. Why is Personal Selling often considered the most result - oriented promotion method ? Describe the steps involved in Personal Selling. 20
 9. Discuss the objectives of Sales Promotion citing relevant examples from tourism industry. 20
 10. Explain **any two** of the following factors which influence Consumer Behaviour : 10x2=20
 - (a) Psychological factors
 - (b) Social factors
 - (c) Personal factors
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