

03873

**MASTER OF ARTS
(TOURISM MANAGEMENT) (MTM)/MASTER
OF TOURISM AND TRAVEL MANAGEMENT
(MTTM)**

Term-End Examination

December, 2017

**MTM-006/MTTM-006 : MARKETING FOR
TOURISM MANAGERS**

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*
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1. Discuss the elements of marketing mix in service marketing. Explain with the help of suitable examples. 20
2. What is the role of the marketing deptt. of an organisation in modern times ? Discuss the factors to be considered while designing the marketing department of a tourism organisation ? 20
3. How does psychological and personal factors influence consumer behaviour ? Explain with the help of examples related to tourism industry. 20
4. "Different stages of Product Life Cycle requires different set of marketing strategies". Comment on the statement and substantiate your answer with suitable examples. 20

5. Write short notes on the following : **5x4=20**
- (a) Packaging
 - (b) Promotion Mix
 - (c) Product Diversification
 - (d) Personal selling in Tourism.
6. Discuss the role and scope of advertisement and publicity in promotion of tourism services. Substantiate your answer with suitable examples **20**
7. What do you understand by sales promotion ? **20**
What are the various methods of sales promotion used in tourism ?
8. What is the need of sales forecasting in Tourism ? **20**
What are the approaches and methods of sales forecasting ?
9. Define Cyber Marketing. Discuss the nature and limitations of cyber marketing with examples from the tourism industry. **20**
10. Write short notes on any two of the following :
- (a) Relevance of Social Marketing **10x2=20**
 - (b) Pricing Methods
 - (c) Packaging in Tourism.
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