

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

**Term-End Examination**

**February, 2021**

**MTM-06/MTTM-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. Differentiate between a Product and a Service. Elaborate major reasons for growth in Service Industries. 20
2. Discuss commonly accepted unique characteristics of services and their corresponding marketing constraints. How can these constraints be overcome? 20
3. Explain the various components of a Marketing Plan. 20
4. What do you understand by Marketing Organisation? Discuss various considerations involved in designing marketing organisations. 20

5. What is the relevance of Marketing Research in marketing decision-making ? Explain the marketing research procedure. 20
6. Explain the types of buying behaviour and the stages in the buyer decision process. 20
7. Write short notes on the following in about 150 words each : 4×5=20
- (a) Market
  - (b) Market Segment
  - (c) Market Segmentation
  - (d) Importance of Consumer Behaviour for Marketers
8. Describe the major functions, applications and legal dimensions of Packaging. 20
9. Explain the Promotion Mix elements and their determinants. 20
10. Highlight the qualities of a good salesman. Suggest the type of training and methods of remuneration for a salesman of a tour operations company specialising in leisure holidays. 20
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