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MTTM-6

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

Term-End Examination

December, 2023

**MTTM-6 : MARKETING FOR
TOURISM MANAGERS**

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any **five** questions in about
600 words each.

(ii) All questions carry equal marks.

1. Establish the link between human needs and marketing concept. Explain the concept of Marketing Mix. 20
2. Enumerate the stages of Product Life Cycle. Explain the relevance of Marketing Mix Strategies in the different stages of Product Life Cycle. 20
3. What is market segmentation ? Discuss the basis of market segmentation. Briefly explain the characteristics of each market segment. 20
4. Discuss the stages in Buyer Decision Process. 20

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5. What are the different types of products ? Is there any difference in the application of marketing strategies for the consumer and industrial goods ? Support your answer with examples. 20
6. Explain the factors which determine the pricing of a product or service. 20
7. What is promotion mix ? Describe the major determinants of the promotion mix. 20
8. Explain the role of distribution channels in the overall marketing of products. Explain the role of alternative channels of distribution. 20
9. What is the significance of training for a salesperson ? What motivating techniques should be adopted by an organisation for the improved performance and results by salespersons ? 20
10. What is the role of government in marketing in developing economies ? Discuss the main reasons for government controls. Briefly explain any *one* Act that the government uses to regulate the prices of the products. 20