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

**Term-End Examination**

**June, 2016**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

1. Discuss the characteristics of service industry. How do they influence the services marketing ? **10+10**
2. Write a note on social marketing concept and its application to India. **20**
3. Explain with suitable examples factors that influence consumer behavior. **20**
4. Define a wholesaler. What role does he play in promoting the tourism product ? **20**
5. Write short notes on any two in 300 words each :
  - (a) Social marketing **10+10**
  - (b) Marketing organization
  - (c) Demand forecasting

6. Discuss the parameters for tourism market segmentation. 20
  7. Discuss the stages involved in the buyer's decision making process. 20
  8. Discuss the importance of market research for tourism trade. 20
  9. What are the components of promotional mix ? Discuss the determinants of promotional mix. 20
  10. What is management of sales force ? What methods are used for training of sales force ? 20
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