

01805

**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

June, 2017

**MTM-006/MTTM-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. Define Marketing. Explain the marketing functions at different stages of economic development of a country. 20
2. Explain the concept of Social Marketing in terms of objective, approaches and applicability of the 4Ps. Explain with relevant example of a tourism product of your choice. 20
3. Describe the steps in a Marketing Research Process for a tourist destination. 20
4. Write short notes on the following in about 150 words each : 5x4=20
 - (a) Role of Advertising Products
 - (b) Stages in Buyer Decision Making Process
 - (c) Types of Discount
 - (d) General Qualities of a Salesman

5. Explain the stages of a Product Life Cycle. Discuss Marketing Mix Strategies commonly adopted at each stage. 20
 6. Enumerate with examples the various stages of development of a new tourism product. 20
 7. Discuss the various considerations which affect the Pricing Policies of Products. 20
 8. What do you understand by Sales Promotion ? Describe common methods of Sales Promotion in the Tourism and Hospitality Industry. 20
 9. Explain the common methods used for compensating sales force. As a Sales Manager, how would you motivate your sales force ? 20
 10. Write notes on the following in about 300 words each : 10x2=20
 - (a) Pros and Cons of Family Product Brand Vs Individual Brand.
 - (b) Pros and Cons of Cyber Marketing Vs conventional methods.
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