

03644

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

**Term-End Examination**

**June, 2018**

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

*Time : 3 hours*

*Maximum Marks : 100*

*Note : (i) Attempt any five questions.*

*(ii) All questions carry equal marks.*

1. What do you understand by "service characteristics" ? How does these characteristics influence the marketing mix of services ? Explain with the help of examples. 20
2. Explain the five basic steps of marketing research process. Discuss how marketing research is applied in the tourism industry. 20
3. Elaborate the social and cultural factors that influence consumer behaviour substantiate your answer with suitable examples. 20
4. When would a company consider launching a new product ? What shall be the strategies for developing a new product ? Explain with examples from the tourism industry. 20

5. Differentiate between : 4x5=20
- (a) Brand name and Trademark
  - (b) Consumer and Buyer
  - (c) Product Line and Product Depth
  - (d) Advertisement and Publicity
6. "Different stages of Product Life Cycle requires different pricing strategies". Comment on the statement and substantiate your answer with suitable examples. 20
7. What is the importance of advertisements in the tourism industry ? How can one measure the advertising effectiveness ? 20
8. What do you understand by alternative methods of distribution ? What are the various channels of distribution used in tourism ? 20
9. What is the role of sales personnel in tourism industry ? What are the methods of training and motivating the sales personnel ? Give examples. 20
10. Write short notes on **any two** of the following : 2x10=20
- (a) Marketing Mix
  - (b) Sales Forecasting in Tourism
  - (c) Branding in Tourism
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