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**MASTER OF ARTS (TOURISM
MANAGEMENT) (MTM)/MASTER OF
TOURISM AND TRAVEL
MANAGEMENT (MTTM)
Term-End Examination
June, 2019**

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

Time : 3 Hours

Maximum Marks : 100

*Note : Attempt any five questions in about
600 words each. All questions carry equal
marks.*

1. Differentiate between a product and a service. Discuss reasons for growth of service industries and the corresponding types of support services required. 20
2. Elaborate the various steps in a Marketing Plan. 20
3. Trace the evolution of the modern day marketing organizations. What all needs to be considered while designing a marketing organization? 20

4. What do you understand by marketing research ? Explain its purpose and scope. 20
5. Why is knowledge of consumer behaviour an important consideration for marketers in a service industry like tourism ? Support your answer with suitable examples. 20
6. Discuss the various stages in developing a new product. Which stage would you consider most critical and why ? 20
7. Explain how stage of Product Life Cycle (PLC) affects pricing decisions. 20
8. Write short notes on the following in about **150** words each : 5 each
 - (a) Importance of market segmentation in tourism
 - (b) Types of advertising
 - (c) Qualities of a good salesman
 - (d) Limitations of cyber marketing

9. Discuss the significance of various distribution channels in marketing of consumer products and services. What role does intermediaries play in the marketing of tourism and hospitality services ? Give suitable examples. 20
10. Write a detailed note on Sales Promotion. 20