

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

Term-End Examination

June, 2022

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

Time : 3 hours

Maximum Marks : 100

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

1. Highlight the importance and challenges of marketing in a developing economy like India. Enumerate your answers taking some selected sectors and also suggest remedial measures for the challenges. 20
2. Explain the marketing concept and elaborate on the various characteristics of services with appropriate examples. 20
3. Discuss the various elements of Marketing Mix applicable in Services Marketing. 20
4. Explain the Product Life Cycle (PLC) concept and discuss the marketing mix strategies at different stages of PLC. 20

5. Elaborate on the various factors which influence consumer behaviour. 20
6. Explain the advantages and disadvantages of branding from the buyer, seller and societal viewpoint, respectively. Outline the standard principles followed while selecting a brand. 20
7. Describe the functions of packaging and its application in sales promotion as a marketing tool. 20
8. Explain the relationship between consumer psychology and pricing decisions. Substantiate your answer with appropriate examples. 20
9. Taking the example of an adventure tour operation company, explain the process of developing an advertising copy and message. What are the various methods by which the advertising effectiveness of your advertising message may be measured ? 20
10. Write short notes on the following in about 150 words each : $4 \times 5 = 20$
- (a) Motivation of Salesman
 - (b) Communication Process
 - (c) Purpose of Marketing Research
 - (d) Advantages of Market Segmentation
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