

No. of Printed Pages : 2 **MTM-9/MTTM-9**

**MASTER OF ARTS (TOURISM
MANAGEMENT) (MTM)/MASTER OF
TOURISM AND TRAVEL
MANAGEMENT (MTTM)
Term-End Examination
June, 2024**

**MTM-9/MTTM-9 : UNDERSTANDING TOURISM
MARKETS**

Time : 3 Hours

Maximum Marks : 100

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

1. Discuss the changing profile of Indian Tourism Market. 20
2. Discuss the different sources of Tourism Information. 20
3. "Market research is the key factor to survive in Tourism Market." Comment. 20

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4. Discuss the concept of market segmentation with special reference to Indian Tourism Markets. 20
5. “During the Covid-19 China Tourism Market has gone down, now its a high time to position well of Indian Tourism.” Comment. 20
6. Discuss the various methods of Tourism Forecasting. 20
7. Write short notes on any *two* of the following :
10×2=20
 - (i) North Indian Tourism Markets
 - (ii) Eco-Tourism Destination of South India
 - (iii) Desert Safaries of Rajasthan and Gujarat
8. Write an essay on Indian Outbound Markets.20
9. “Lot of NRI are working in middle East and Gulf ‘they can be ambassador of Indian Tourism.” Comment. 20
10. Write a note on East Asia Pacific Region—a source for Indian Tourism. 20