

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2010

**MTM-6 : MARKETING FOR TOURISM
MANAGERS**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. Define marketing. Explain the relevance of Social Marketing in India's Context. **5+15=20**

2. Discuss the relationship between marketing mix and marketing strategy with suitable examples from tourism industry. **20**

3. What do you understand by marketing organisation ? What are the considerations involved in the designing of a marketing organisation ? Discuss. **20**

4. Enumerate the social and cultural factors that influence consumer behaviour. **20**

5. Explain the strategy for launching a new product in the market. Explain in relevance to the Tourism Industry. 20
6. "The five different stages of Product Life Cycle requires different pricing strategies". Comment with suitable examples. 20
7. Discuss the role of advertisement and publicity in tourism promotion. Give suitable examples from tourism industry in India. 20
8. Discuss the channels of distribution, with regards to the tourism industry. 20
9. Discuss the procedure of selection and training of sales personnels. 20
10. Write short notes on *any two* of the following in about 300 words : 10x2=20
 - (a) Skimming & penetration Pricing
 - (b) Promotion Mix
 - (c) Scope of Marketing Research.