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**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

December, 2011

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions in about 600 words each.

1. What is product life cycle? Explain marketing mix suitable for each stage of the product life cycle. **20**
2. What are the branding decisions? Explain with the help of examples from tourism industry. **20**
3. Write short notes on *any two* in about 300 words each : **10+10**
 - (a) Marginal Cost Pricing
 - (b) Psychology Pricing
 - (c) Product Positioning and Price
4. What is management of sales force? What methods are used for training of sales force? **20**

5. What do you understand by Demand Forecasting ? 20
Is it essential for marketing tourism products ?
6. Discuss the relationship between sales and 20
promotion with relevant examples.
7. Differentiate between *any two* : 10+10
(a) Advertising and Publicity
(b) Branding and Trade Mark
(c) Competition and Market condition
8. Discuss the various alternate channels of 20
distribution in marketing.
9. Define Product Diversification. What are its 20
types ? To what extent is it practiced in tourism ?
10. State the importance of consumer/ethical 20
behaviour for marketers. Discuss the factors
influencing consumer behaviour.
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