

MASTER'S IN TOURISM MANAGEMENT

Term-End Examination

June, 2010

01088

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt five questions in all. All questions carry equal marks.

1. Explain the impact of intangibility, perishability and inseparability on tourism marketing strategies. 20
2. What is market segmentation ? Explain the important bases for segmenting tourism markets. 20
3. Discuss the changing role of marketing organization in today's context. What factors are considered in designing this organization to make it suitable for the changes ? 20
4. "Consumer behaviour is the cumulative effect of multitude of personal and social factors". Elaborate. 20

5. Write a detailed note upon Indian Consumer Environment. 20
 6. What is a new product ? What strategy is adopted by firms to develop new products ? 20
 7. What is promotion mix ? What factors influence product mix decisions ? Comment. 20
 8. What is management of sales force ? What methods are used for training of sales force ? 20
 9. Explain the role of government in regulating marketing. Also discuss the provisions made for this. 20
 10. What is packaging in tourism ? Discuss the functions of packaging. 20
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