

03864

MASTER'S IN TOURISM MANAGEMENT

Term-End Examination

June, 2011

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

Time : 3 hours

Maximum Marks : 100

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

1. Enumerate the basis for market segmentation with suitable examples from tourism. 20
2. Discuss the methods of designing a marketing organisation. 20
3. Enumerate the types of consumer Purchase Decision Behaviour. Also discuss the stages in the buyer decision process with examples from tourism industry. 20
4. Define Tourism products. Enumerate the types of Products available in the market with suitable examples. 20

5. Enumerate the elements of marketing mix in service Marketing. 20
6. Discuss the commonly used Pricing Methods. Explain with relevant examples from tourism Industry. 20
7. Discuss the role of advertisement and publicity in tourism promotion. Give suitable examples from tourism in India. 20
8. Discuss the channels of distribution with relevant examples from tourism industry. 20
9. Discuss the impact of Government control on Product Designing. 20
10. Write short notes on *any two* of the following in about 300 words : 10x2=20
 - (a) Branding in Tourism
 - (b) Personal Selling
 - (c) Product Life Cycle
