

**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

December, 2012

**MTM-06 : MARKETING FOR TOURISM
MANAGERS**

Time : 3 hours

Maximum Marks : 100

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

1. What do you mean by services and its marketing ? Describe the unique characteristics of services. **20**
2. Define tourism products. Enumerate the types of Indian Tourism Products available in the market with suitable examples. **20**
3. What is the difference between market segmentation and product differentiation ? Explain with specific examples. **20**
4. Write an essay on product life cycle. Explain with an example from Tourism Service Industry. **20**

5. Write a note on the following in about **300** words. **10+10**
- (a) Pricing Policy
 - (b) Marketing Organisation
6. How does communication influence the role of promotion in marketing ? **20**
7. Write an essay on the factors that influence consumer behaviour. **20**
8. Explain the nature and limitations of Cyber Marketing. **20**
9. What do you understand by "Globalization"? **20**
How has the globalization effected the various aspects of marketing of tourism product in India.
10. As a "Tour Operator" would you perceive consumerism as a business ethic or a social responsibility comment. **20**
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