

**MASTER OF ARTS IN TOURISM
MANAGEMENT (MTM)**

02891 **Term-End Examination**
December, 2014

MTM-6 : MARKETING FOR TOURISM MANAGERS

Time : 3 hours

Maximum Marks : 100

*Note : Attempt any **five** questions in about 600 words each. All questions carry equal marks.*

1. Define marketing and distinguish it from selling. How would you decide on the type of consumers to whom you wish to market beach tourism packages ? 20
2. How can marketing of services and products, in your opinion, help in India's economic growth at the current juncture ? 20
3. Discuss the stages in Product Life Cycle. Explain the pricing strategies for every stage of the Product Life Cycle. 20
4. Define tourism products. Discuss the types of tourism products available in the market. 20

5. Discuss the channels of distribution, with regards to the tourism industry. 20
6. Write notes on any *two* of the following : 2×10=20
- (a) Branding
 - (b) Promotion Mix
 - (c) Scope of Marketing Research
7. Enumerate the types of consumer purchase decision behaviour. Also discuss the stages in the buyer decision process with examples from the tourism industry. 20
8. What role does communication play in the promotion of tourism ? List down some forms of communication. 20
9. Define market segmentation. What are the various techniques of market segmentation ? 20
10. What is Marketing Mix ? Discuss the marketing mix in context to a travel agency. 20
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