

006903

**MASTER OF ARTS  
(TOURISM MANAGEMENT)**

**Term-End Examination**

**December, 2016**

**MTM-009 : UNDERSTANDING TOURISM  
MARKETS**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. What is market research ? Discuss various research methodologies. 20
2. What do you understand by Market Segmentation ? Explain different bases of market segmentation. 20
3. What is timeshare ? Discuss the timeshare markets. 20
4. What is the significance of domestic tourism ? Discuss key issues in domestic tourism. 20
5. How important is Gulf and Middle East tourism market for India ? What are the marketing objectives and strategy for Gulf and Middle East of India ? 20

6. Write short notes on any two of the following in about 300 words each : 10+10=20
- (a) Importance of Information
  - (b) Dimensions of Domestic tourism
  - (c) Travel motivators
7. Write a note on Europe as tourism market for India. 20
8. Discuss the efforts of Indian Government to market India as a tourist destination for NRIs and PIOs. 20
9. Discuss the methods of profiling tourism markets. Profile a German tourist. 20
10. Explain briefly : 5+5+5+5
- (a) Excursionist
  - (b) Eco-Tourism market
  - (c) Root tourism
  - (d) Market constraints
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