

No. of Printed Pages : 3 **MTM-6/MTTM-6**

**MASTER OF ARTS (TOURISM  
MANAGEMENT)/ MASTER OF  
TOURISM AND TRAVEL  
MANAGEMENT (MTM/MTTM)**

**Term-End Examination**

**December, 2021**

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

*Time : 3 Hours*

*Maximum Marks : 100*

---

**Note :** (i) Attempt any **five** questions in about

**600** words each.

(ii) All questions carry equal marks.

---

1. What do you understand by Marketing ?  
Taking any consumer product of your choice,  
explain how will you approach its marketing  
mix and design the marketing strategy. 20

2. Define Market Segmentation. How should a  
company select its target market segment ? 20
3. Discuss the methods of organising the  
marketing department of any *two* of the  
following : 10×2=20
  - (a) Functional organisation
  - (b) Production management organisation
  - (c) Market-centred organization
4. What do you understand by Consumer  
Behaviour ? Explain the psychological and  
personal factors which influence consumer  
behaviour. 20
5. Discuss broad areas where the application of  
marketing research is necessary for any  
organization. 20
6. Describe the stages of the Buyer Decision  
process. 20
7. Define the terms Brand, Brand Name and  
Brand Mark. Discuss various issues which a  
company has to address before taking branding  
decisions. 20

**P. T. O.**

[ 3 ]

8. Write short notes on the following in about  
150 words each :  $5 \times 4 = 20$

- (a) Importance of communication in marketing
- (b) Types of advertising
- (c) Marketing strategy in maturity stage of product life cycle
- (d) Methods of Sales Promotion

9. Describe the determinants of Pricing and also commonly used pricing methods. 20

10. Outline the information needs of sales personnel. Discuss methods of forecasting sales.

20