

MASTER OF ARTS  
(TOURISM MANAGEMENT)

Term-End Examination

June, 2012

MTM-09 : UNDERSTANDING TOURISM  
MARKETS

Time : 3 hours

Maximum Marks : 100

*Note : Answer any five questions in about 600 words each.*

1. Why is it essential to study consumer behaviour ? Is such a study helpful in designing tourism product ? 20
2. Write short notes on *any two* of the following in about 300 words each : 10+10
  - (a) Market Positioning
  - (b) Alternate Market
  - (c) Marketable Product.
3. Write an essay on Travel Motivators. Support your answer with suitable examples. 20
4. Can Japan be a major tourist generating market of India ? Answer with examples. 20

5. Discuss the significance of forecasting in tourism marketing. 20
  6. Discuss the important areas of research in tourism that is useful in understanding the market better. 20
  7. Write a detailed note on Domestic tourism market in India. 20
  8. What is the importance of information in tourism and what are the different purposes it can be used for ? 20
  9. What are the new trends in tourism ? Mention the marketing constraint related to them. 20
  10. Discuss the characteristics of the Middle East tourism market for India. How can we increase the inflow of tourist from this region ? 20
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