

**MASTER OF ARTS  
(TOURISM MANAGEMENT)**

**Term-End Examination**

**June, 2012**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. What are the various determinants of pricing ? 20  
How would they affect the pricing of tour package ?
2. Write short notes on any two in 300 words each :  
(a) Social Marketing 10+10  
(b) Training of sales personnel  
(c) Demand forecasting
3. Define Marketing Organisation. How would you 20  
design a marketing organisation ?
4. Discuss the significance of various alternate 20  
channels of distribution. What are its areas of  
application in tourism and travel industry ?

5. Discuss the role of advertising in marketing. What are the parameters for measuring effectiveness of advertising ? 20
  6. How would you plan a marketing mix ? Which of the mix would you consider most crucial for a travel agency ? 20
  7. What role does communication play in promotion of tourism ? List down some forms of communication. 20
  8. What do you understand by consumer behaviour? Which model would you suggest to study domestic tourist ? 20
  9. Define market segmentation. Mention its various techniques. 20
  10. Define wholesaler. What role does he play in promoting the tourism products ? 20
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