

**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

June, 2013

**MTM-06 : MARKETING FOR TOURISM
MANAGERS**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. Discuss the various evolutionary stages of the marketing concert. Mention its Characteristics. 20
2. What are the elements of Marketing Mix in service marketing ? Discuss with examples. 20
3. Explain the Maslows Hierarchy of needs with examples. 20
4. Elaborate the different stages involved in the buyer's decision process. 20
5. What do you mean by market segmentation ? Discuss the various approaches for market segmentation in tourism. 20

6. What is cyber marketing ? How is it different from conventional marketing ? 20
7. Write a short note on *any two* of the following :
(a) Pricing decisions 10+10=20
(b) Advertising and Sales Promotion
(c) Marketing Research
8. Write an essay on alternative channels of distribution. 20
9. Mention the types of training you would provide for salesman of a company selling tourism products. 20
10. What do you understand by globalization ? How has globalization effected the various aspects of marketing tourism product in India. 20
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