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MTM-06

Total No. of Questions : 10]

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MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2014

MTM-06 : MARKETING FOR TOURISM MANAGERS

Time : 3 Hours]

[Maximum Marks : 100

Note :-Attempt any *Five* questions in about **600** words each.
All questions carry equal marks.

1. "Marketing is much more than selling or advertising."
Justify the above statement citing relevant examples from
the tourism industry. 20
2. Identify important reasons for the growth of the service
sector. Explain the characteristic features of services. 20
3. Discuss the key elements of Marketing Mix and establish
the relationship between Marketing Mix and Marketing
Strategy. 20
4. Explain the term 'Marketing organisation' and its changing
role over time. What are the considerations involved in
designing the marketing organisation ? 20
5. As a consumer, identify and elaborate the various factors
which influence your buying decisions. Cite relevant
examples. 20
6. What are the main objective of a Pricing policy ? Explain
any *two* pricing methods with their advantages and
limitations. 20

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Turn Over

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7. Write short notes in about **150** words each :
- (a) Purpose of Marketing Research
 - (b) Advantages of Branding
 - (c) Cyber marketing
 - (d) Product diversification. 20
8. Explain the terms Product Item, Product Line and Product Mix in the context of a large tour operation business set-up. 20
9. What are the various promotional tools available to a Marketer ? Explain the determinants of Promotion Mix. 20
10. Mention the various intermediaries between the producer and consumer of tourism products/services. Discuss the various factors which govern the selection of channels of distribution of Tourism products. 20

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