

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

June, 2020

**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 is the purpose of Marketing Research ?
What are the challenges faced while conducting
market research in tourism ? 20
2. Define Services. Discuss the unique
characteristics of services and their impact on
tourism marketing strategies. 20

3. Define Market Segmentation. Explain the various approaches used for market segmentation in tourism. 20
4. Define marketing organisation. Explain the process of designing a marketing organisation. 20
5. Write short notes on the following : 5 each
 - (i) Packaging in Tourism
 - (ii) Branding and its importance
 - (iii) Retailer in Tourism
 - (iv) Personal Selling in Tourism
6. What is the need and importance of sales forecasting in tourism ? What are the approaches and methods of sales forecasting ? 20
7. Explain the stages in product life cycle and the pricing strategies commonly adopted at each stage. Explain with the help of relevant examples from tourism and hospitality industry. 20
8. How do government regulations and policies influence marketing ? Explain with the help of relevant examples. 20

9. What do you understand by Cyber Marketing ?
Explain the benefits and limitations of cyber marketing for the tourism and hospitality industry. 20

10. Write short notes on any *two* of the following :

10 each

- (i) Pricing Policies
- (ii) Methods of sales promotion in tourism
- (iii) Psychological factors influencing consumer behaviour