

No. of Printed Pages : 2 **MTM-6/MTTM-6**

**MASTER OF TOURISM  
MANAGEMENT/MASTER OF  
TOURISM AND TRAVEL  
MANAGEMENT  
(MTM/MTTM)**

**Term-End Examination**

**June, 2023**

**MTM-6/MTTM-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. All questions carry equal marks.

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1. Discuss the various evolutionary stages of the marketing concept. Also discuss how marketing is important for any developing economy. 20
2. Describe elements of Marketing mix. Explain the significance of marketing mix in overall marketing planning process. 20

**P. T. O.**

3. What is Market Segmentation ? Discuss the various methods for market segmentation in tourism. 20
4. Describe any *two* methods of designing the marketing organisation. Support your answer with organisational chart. 20
5. Describe different models of Buyer behaviour. How relevant are there in tourism business ? 20
6. What is Packaging ? Discuss the functions of packaging. 20
7. What is pricing ? Explain the different pricing methods. 20
8. What do you understand by globalisation ? How has globalisation affected the various aspects of marketing tourism products in India ? 20
9. Describe the alternative channels of distribution. 20
10. Discuss the laws affecting businesses and marketing in India. 20