

No. of Printed Pages : 2

MTTM-6

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

Term-End Examination

June, 2024

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

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. 'Marketing is the backbone of any business.'
Discuss with special reference to the changing
scenario of Global Tourism. 20
2. 'Covid-19 has redefined the 8P's of Marketing
Mix.' Comment. 20
3. Discuss the various parameters of Tourism
Market segmentation. 20

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4. Marketing organisations require dynamic designing. Describe with special reference to Tourism Business. 20
5. 'There is a drastic change in Tourist Behaviour after Covid-19.' Comment. 20
6. What are the components of Tour Package ? Discuss with reference to international travel. 20
7. Discuss different pricing methods applicable to tourism business. 20
8. Creativity and Innovation are the key to tourism product. Discuss in the global scenario. 20
9. How is distribution important in Tourism and Hospitality ? Comment. 20
10. Application and knowledge of Business laws in Tourism marketing is important for Tour operations. Discuss. 20