

01558

**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

June, 2015

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

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions.

1. How does services marketing differ from product marketing in terms of objectives, approaches and the applicability of 4 Ps ? **20**
2. As an illustration take island tourism packages as a tourism product. Define your marketing strategy, describing the steps in the marketing process starting with defining the 'market segment', then explaining the designing of the 'Four Ps' in marketing and ending with the ultimate objectives of marketing. **20**
3. What is market segmentation ? Discuss the basis of segmenting the tourism market. **20**
4. Discuss the channels of distribution, with regards to the tourism industry. **20**

5. What are the factors that influence consumer behaviour as regards to tourism products ? 20
 6. Discuss the stages in Product Life Cycle. 20
 7. What is branding ? Bring out the advantages and disadvantages of branding. 20
 8. Write short notes on **any two** of the following :
 - (a) Skimming and Penetration Pricing. 10x2=20
 - (b) Four Ps of Marketing.
 - (c) Scope of Marketing Research.
 9. Discuss the role of Incredible India Campaign in promoting India as a tourism destination. 20
 10. Explain the strategy for launching a new product in the market. 20
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