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Roll No.

BTTM-103

Introduction to Marketing

Bachelor of Tourism and Travel Management (BTTM)

1st Semester Examination, 2023 (June)

Time : 2 Hours]

[Max. Marks : 35

Note : This paper is of Thirty Five (35) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

SECTION-A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long answer type questions of Nine and Half (9½) marks each. Learners are required to answer any Two (02) questions only.

(2×9½=19)

1. Write a detailed note on different 'P's of Marketing.

2. Explain the product life cycle. What are the different stages of the product life cycle ?
3. What does "Product Positioning" mean to you ? Describe using appropriate instances. Also discuss its significance in context to a new tourist attraction.
4. Describe the promotion mix. What are the steps in creating effective communication advertising strategies ?
5. Describe the five 'P's of marketing in you own words.

SECTION-B

(Short Answer Type Questions)

Note : Section 'B' contains Eight (08) short answer type questions of Four (04) marks each. Learners are required to answer any Four (04) questions only. (4×4=16)

1. Explain the differences between product marketing and service marketing.
2. Differentiate between market and marketing.
3. Discuss the strategies for new product development.
4. Which five components make up administration ?

5. What is product pricing ? Discuss the factors that affect product pricing.
 6. Explain any *two* :
 - (a) Product mix.
 - (b) Product line.
 - (c) Packaging.
 7. Describe branding. What distinguishes branding from advertising ?
 8. Differentiate between Market Segmentation and Market Targeting.
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