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## **MTTM-103**

### **Introduction to Marketing**

Master of Tourism and Travel Management (MTTM)

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. Candidates should limit their answer to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

### **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 in detail about the concept of PLC for tourism products.
2. Write a detailed essay on marketing management and its different functions.
3. What is the concept of market segmentation? Discuss its significance and types.
4. What are the various unique features of service marketing? Differentiate between service marketing and product marketing.
5. Write detailed note on the following :
  - (a) Product Mix.
  - (b) Marketing Mix.

## **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. What is product positioning ? Discuss its advantages.
2. What is market oriented marketing ?

3. Write a note on different marketing philosophies.
  4. Write a detailed note on market resource and its significance.
  5. Write a note on analysis of consumer's buying behaviour.
  6. Write a note on forecasting and its benefits.
  7. What is pricing? Discuss the factors affecting the product pricing.
  8. Throw a light on new product development strategies.
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