

P-334

Total Pages : 3

Roll No.

MTTM-404

Tourism Marketing Management and Entrepreneurship Development

Master of Tourism & Travel Management (MTTM)

4th 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. Discuss the meaning, objectives and importance of marketing.
2. You are planning to purchase a tour package adventure tour for one week. Discuss in brief the stages that will involve in your buying behaviour decision-making process.
3. What opportunities and threats exist for the growth of the tourist industry in India?
4. How would you plan a successful tour package marketing campaign for any tourist distribution channel parameters destination using marketing research? Consider customer, product, pricing, place, and only in short to answer your question.
5. Define entrepreneurship. Also discuss the attributes of successful entrepreneurship.

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. With the support of any suitable example describe the basic concept of market research.

2. Differentiate between advertising strategies and sales promotion strategies.
 3. Do you believe that businesses that charge more for their goods and services—such as travel agencies—need to provide something to support that higher price? If yes, then with appropriate examples describe how this can be achieved.
 4. Examine the significance of physical evidence in tourism marketing.
 5. With suitable examples describe the meaning and importance of Distribution channels used in travel and tourism marketing.
 6. How would you put the marketing and sales strategy into action?
 7. Explain the market targeting demand forecasting in your words.
 8. How will you differentiate between entrepreneurial behaviour with entrepreneurial motivations?
-