

Roll No.

MTM–103/MTTM–103

Introduction to Marketing

Master of Tourism and Travel Management
(MTM–12/MTTM–16/17)

First Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Learners are required to attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section ‘A’ contains four (04) long answer type questions of nine and half ($9\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. Write a descriptive note on the different marketing philosophies.
2. Write an essay on the concept of market segmentation and market targeting.
3. Elaborate the new and innovative product development strategies with examples from the tourism trade.
4. Write a detailed note on the distribution channel strategies with suitable examples.

(B-86) P. T. O.

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 *four* (04) questions only.

1. Write a short note on the importance of marketing.
2. Write in brief about the unique features of service marketing.
3. Discuss in short about forecasting.
4. Discuss in short about the market research.
5. Write in short about the product positioning.
6. Explain the concept of PLC for tourism products.
7. Write about the brand decisions.
8. Write a short note on the strategies of monitoring sales promotion.

Section-C**(Objective Type Questions)**

Note : Section 'C' contains ten (10) objective type questions of half ($\frac{1}{2}$) mark each. All the questions of this Section are compulsory.

1. The total number of items that the company carries within its product lines refers to the of the product mix.
 - (a) Width
 - (b) Depth
 - (c) Length
 - (d) Consistency

2. Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need is called a(n) :
 - (a) Idea
 - (b) Demand
 - (c) Product
 - (d) Service
3. is the general term for a buying and selling process that is supported by electronic means.
 - (a) Internet Commerce
 - (b) Web Commerce
 - (c) Computer Commerce
 - (d) Electronic Commerce
4. The fact that services are sold, produced and consumed at the same time refers to which of the following service characteristics ?
 - (a) Intangibility
 - (b) Inseparability
 - (c) Variability
 - (d) Perishability
5. The stage is the product life cycle that focuses on expanding market and creating product awareness and trial is the :
 - (a) Decline stage
 - (b) Introduction stage
 - (c) Growth stage
 - (d) Maturity stage
6. is a need that is sufficiently pressing to direct the person to seek satisfaction.
 - (a) Motive

- (b) Want
 - (c) Demand
 - (d) Requirement
7. Marketing is a process which aims at :
- (a) Production
 - (b) Profit Making
 - (c) Satisfaction of Consumer Needs
 - (d) Selling Products
8. Marketers often use the term to cover various grouping of customers.
- (a) Buying Power
 - (b) Demographic Segmentation
 - (c) Market
 - (d) People
9. reflects the sum of the perceived tangible and intangible benefits and costs to customers.
- (a) Customer Satisfaction
 - (b) Customer Value
 - (c) Customer Delight
 - (d) None of the above
10. Launching a product in a small part of market is called :
- (a) Commercialization
 - (b) Competitive Analysis
 - (c) Competitive Response
 - (d) Test Marketing