

Roll No.

MTM-404/MTTM-404

Tourism Marketing Management and Entrepreneurial Development

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

Fourth 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. "Marketing is process of exchanging and delivering values." Discuss this statement with appropriate examples.
2. Public relation is very crucial for the successful of tourism marketing. Illustrate with appropriate examples.
3. How do you predict the entrepreneurship opportunities in tourism sector of India ? Elaborate.

(B-53) P. T. O.

4. Critically examine opportunities and challenges of tourism sector in India after demonetization and implementation of GST.

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. What is product development ?
2. Write a short note on branding.
3. What is packing and packaging ?
4. What is the basic concept of market research ?
5. Briefly describe 'meeting competition' and 'under the market' pricing policies.
6. What do you understand by public relations opportunities in travel and tourism sector ?
7. Define sales promotion.
8. What do you understand by term 'advertising' ?

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. A 100 room hotel that sells only 60 rooms on a particular night can inventory the 40 unused rooms and then sell 140 rooms the next night. (True/False)
2. SWOT analysis is one of the four planning activities that all corporate headquarters must undertake. (True/False)

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3. A company does not need to track the results of its tourism strategy implementation. (True/False)
4. Tourism product development offers modified or new tourism products to current tourism industry. (True/False)
5. History is not one of the four natures of high performance. (True/False)
6. A company's macroenvironment consists of customers. (True/False)
7. Market intermediaries are part of a company's microenvironment. (True/False)
8. Hotels have moderately high barriers of entry to high barrier to exit. (True/False)
9. Computerized video checkout services are examples of the technological environmental factor. (True/False)
10. Institutions are not a part of the cultural environment. (True/False)