

1. Write a descriptive note on the competitive differentiation and product positioning to be adopted for the tourism.
2. Write an essay on the product life cycle (PLC) with suitable examples from the tourism industry.
3. Write an essay on considerations and approaches adopted in tourism product pricing.

Section B

(Short-Answer-Type Questions)

Note - Section 'B' contains Six (06) short-answer-type questions of Five (05) marks each. Learners are required to answer any Four (04) questions only.

(4 x 5 = 20)

1. Evaluate the special characteristics of hospitality and services marketing.

2. Identify three different definitions of marketing and explain the differences between them.
3. Discuss in short about forecasting market demand.
4. Discuss in brief about the market segmentation.
5. Write in short about the concept of marketing mix.
6. Explain the implementation and monitoring sales promotion strategies for the tourism products.

MTM-103/MTTM-103

Introduction to Marketing

Master of Tourism &

Travel Management

(MTM-12/MTTM-16/17)

1st Semester, Examination - 2019

Time : 3 Hours

Max. Marks : 40

Note - This Paper is of Forty (40) 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 Three (03) long-answer-type questions of Ten (10) marks each. Learners are required to answer any Two (02) questions only.

(2 x 10 = 20)