

1. What do you mean by services ? Explain the task involves in services marketing.
2. Explain market segmentation. How demand forecasting plays an important role in designing a tour package.
3. What are the need, significance and scope of entrepreneurship in development of tourism industry ?

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. Define the concept of market place in tourism.

2. What are the challenges to the market tour package in present tourism industry ?
3. What are the various inputs require while establishing entrepreneurship business ?
4. Differentiate between psychological entrepreneurship theory and sociological entrepreneurship theory.
5. What do you understand by public relation process ?
6. What is the impact of GST in setting up travel agency in India ?

MTM-404/MTTM-404
Tourism Marketing Management &
Entrepreneurial Development
Master of Tourism &
Travel Management
(MTM-12/MTTM-16/17)
Fourth 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)