

S-572

Total Pages : 3

Roll No. -----

BTTM-103

Introduction to Marketing

Bachelor of Tourism & Travel Management (BTTM)

1st Semester, Examination 2022(Dec.)

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.

Section – A

(Long Answer – type questions)

Note: Section 'A' contains Five (05) long-answer-type questions of Nine and a Half (9½) marks each. Learners are required to answer any two (02) questions only.

[2 x 9½ = 19]

P.T.O.

- Q.1. Discuss the meaning, features and significance of marketing. Also differentiate between Selling and Marketing.
- Q.2. Write a paragraph describing the nature and significance of distribution systems.
- Q.3. What is Forecasting? Discuss its features and significance.
- Q.4. Comment on the statement, "Building P R can help the tourism and hospitality industry."
- Q.5. Explain market research. Why is market research crucial for the travel and hospitality sector?

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 x 04 = 16]

- Q.1. Discuss the meaning and significance of Market Segmentation.
- Q.2. What are the fundamental elements of a good communication system.
- Q.3. Describe the traits needed to be successful manager.
- Q.4. What are the various phases involved in creating successful marketing strategies?
- Q.5. Explain the idea of motivation. How can a travel agency team be inspired?
- Q.6. Discuss the product life cycle of a tourist destination of your choice.
- Q.7. Describe the strategies and actions involved in advertising.
- Q.8. In your own words, describe the idea of "Consumer's Buying Behaviour."
