

S-556

Total Pages : 3

Roll No. -----

MTTM-103

Introduction to Marketing

Master of Tourism & Travel Management (MTTM)

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 in detail about new and innovative product development strategies.
- Q.2. What is the importance of marketing? Discuss in detail about Marketing Mix.
- Q.3. Write a detailed essay on product positioning and its significance.
- Q.4. What are the unique features of service marketing? Also discuss the challenges faced by Travel and Hospitality Marketing Managers.
- Q.5. Write detailed note on the following:
- (a) Product Life Cycle (PLC)
 - (b) Marketing Segmentation

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. Write a note on sales promotion strategies.
- Q.2. What is the importance of distribution systems?
- Q.3. What is product oriented marketing?
- Q.4. Write a detailed note on market research.
- Q.5. What is Product Mix.
- Q.6. Write a note on forecasting and its significance.
- Q.7. Write a note on factors affecting product pricing.
- Q.8. Discuss the different Marketing Management Philosophies.
