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Total Pages : 4

Roll No. -----

MTTM-404

**Tourism Marketing Management and Entrepreneurship
Development**

**Master of Tourism & Travel Management (MTTM)
4th 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. "Tourism marketing drives business growth". Justify this statement with appropriate illustrations. Explain with a suitable diagram the service marketing triangle of Auto Expo-2022 Delhi for creating an impressive and satisfying experience for the customers.
- Q.2. Describe the meaning, advantages and different types of market segmentation.
- Q.3. Mohit tour & travel organization is planning to launch a Tour package business for the Golden Triangle of India. Discuss in brief how segmentation, targeting and position analysis will facilitate this organization in achieving its success.
- Q.4. How would you plan a successful tour package marketing campaign for any tourist destination using marketing research? Consider customer, product, pricing, place and distribution channels parameters only in short to answer your question.
- Q.5. What is Forecasting? Discuss its advantages and different techniques.

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 Product Positioning.
- Q.2. Explain sales promotion strategies in your words.
- Q.3. Explain how the distribution channels model has been updated within the context of Delhi tourism, to minimize its complexities.
- Q.4. Define Project Feasibility research.
- Q.5. What do you understand by Promotion and Advertising Strategies?
- Q.6. Why motivation is important for tourism and hospitality organization?

P.T.O.

Q.7. Differentiate between advertising and publicity in your words.

Q.8. Define any two:

- a. Entrepreneur System
- b. Business Plan
- c. Market Research.
