

722

Total Pages : 04

Roll No. :

MTM-404/MTTM-404

**Tourism Marketing Management & Entrepreneurial
Development**

Master of Tourism & Travel Management

(MTM-12/MTTM-16/17)

Examination 2021 (Winter)

Time : 2 Hours

Max. Marks : 40

Note : This Paper is of forty (40) marks divided into two (02) Section A and B. Attempt the questions contained in these sections according to the detailed instructions given there in.

Section-A

(Long Answer-type questions)

Note: Section 'A' contains Five (05) Long-answer type questions of ten (10) marks each. Learners are required to answer any two (02) questions only.

(2 x 10 = 20)

Q.1. Elements of the marketing mix are often referred to as 'the four Ps' or 'the seven Cs'. Discuss it in detail?

P.T.O.

- Q.2 Identify four characteristics of services that affect the marketing of a hospitality and tourism product. Also, differentiate between internal, external, and interactive marketing in the service industry ?
- Q.3 What do you mean by a marketing channel? Also, discuss the functions performed by Intermediaries and the factors affecting channel choice and management ?
- Q.4 Write a detailed note on the Promotion Mix. Elucidate with suitable examples ?
- Q.5 Present an elaborate note on the need, significance and scope of Entrepreneurship Development for the Tourism Industry in India ?

Section-B

(Short Answer-type questions)

Note: Section 'B' contains Eight (08) Short-answer type questions of five (05) marks each. Learners are required to answer any four (04) questions.

(4 x 5 = 20)

- Q.1 What are the different components of the Marketing Environment ? Why Environmental Scanning plays an essential role in marketing ?
- Q.2 What are the steps a marketing researcher uses to help and lead to marketing in tourism ?
- Q.3 Write a short note on :
- a. Market Segmentation
 - b. Target Market
- Q.4 'The global tourism has experienced one of the greatest troubles in the history of the industry due to COVID-19 Pandemic.' Present your views regarding the solutions and adaptive strategies for destinations facing pandemic disruptions ?
- Q.5 What do you understand by idea processing and preparation of a business plan in context to the development of tourism entrepreneurship ?

P.T.O.

- Q.6 Discuss a few strategies related to positioning of a new product ?
- Q.7 Elucidate the key aspects of Project Feasibility Research in Tourism ?
- Q.8 What are the challenges faced by the individual as an entrepreneur to establish a tourism business in Uttarakhand?

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