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Roll No. :

MTM-103/MTTM-103

Introduction to Marketing

Master of Tourism & Travel Management

(MTM-12/MTTM-16/17)

1st Semester Examination June 2022

Time : 2 Hours

Max. Marks : 40

Note : This Paper is of forty (40) marks divided into two (2) 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. Write a descriptive note on the marketing management process ?

P.T.O.

- Q.2 Write an essay on the marketing information system and market research in tourism marketing ?
- Q.3 Write notes on the following :
- (A) Distribution channel strategies
 - (B) Forecasting Market demand
- Q.4 Discuss the factors which affect the pricing of a product ?
- Q.5 Discuss the key features of service marketing ?

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 Describe briefly the role of each element of the hospitality marketing mix ?
- Q.2 Write in brief about the innovative tourism product development strategies?

P.T.O.

- Q.3 Discuss in short about the uses of forecasting market demand ?
- Q.4 Write in short about the tourism product positioning strategies?
- Q.5 Explain the concept of PLC for tourism products ?
- Q.6 Write in short about the consumer's buying behaviour?
- Q.7 Differentiate between market and marketing ?
- Q.8 What is market segmentation?

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