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Total Pages : 3

Roll No.

MTTM-404/MTM-404

Tourism Marketing Management and Entrepreneurial Development

Master of Tourism and Travel Management
(MTM-12/MTTM-16/17)

4th Semester Examination, 2022 (June)

Time : 2 Hours]

Max. Marks : 40

Note : This paper is of Forty (40) 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 Ten (10) marks each. Learners are required to answer any Two (02) questions only.

(2×10=20)

1. What do you understand by Marketing Mix? Explain it in detail. Also discuss 'the seven Cs' of Marketing.

2. Discuss the characteristics of service that differentiate it from the product. Also, comment on the significance of services for the hospitality and tourism industry.
3. What is meant by Distribution Channel Strategies? Also discuss the factors affecting channel choice and management in the tourism industry.
4. 'In Tourism marketing, the promotional mix describes a blend of promotional variables chosen by marketers to help a firm reach its goals.' Discuss it in detail. Aid your answer with suitable examples.
5. Present an elaborate note on Entrepreneurship Development. Present your views about the factors which hinder entrepreneurship development for 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 only. (4×5=20)

1. What do you understand by Marketing Environment? Do you think environmental scanning plays a vital role in tourism marketing?
2. Discuss marketing research and write about the process involved in it.

3. Write a short note on Demand Forecasting.
 4. Present your views regarding the remedies and adaptive strategies for tourist destinations facing COVID-19 pandemic disturbances.
 5. What are the challenges faced by the individual to establish him/her as an entrepreneur to set up a tourism business in India?
 6. Discuss a few strategies related to developing a new product.
 7. Write the significance of Project Feasibility Research in Tourism.
 8. What are the various opportunities for the development of Tourism Entrepreneurship in Uttarakhand?
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