

Roll No.

MTM-404/MTTM-404

Tourism Marketing Management & Entrepreneurial Development

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

Fourth Semester, Examination, 2017

Time : 3 Hours

Max. Marks : 30

Note : This paper is of **thirty (30)** marks containing **three (03)** sections A, B and C. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section-A

(Long Answer Type Questions)

Note : Section 'A' contains four (04) long answer type questions of seven and half ($7\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. Define Marketing Management. What are its functions ?
2. Define Sales Promotion. What are its objectives ? State the various methods of sales.
3. What is meant by Entrepreneurial motivation ? What are the factors that motivate people to join Tourism Industry ?

4. Explain various environmental factors affecting the development of Tourism Entrepreneurship in India.

Section-B

(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of two and half ($2\frac{1}{2}$) marks each. Learners are required to answer four (4) questions only.

1. What are the major challenges for services marketing with special reference to Tourism Industry ?
2. Explain the concept of Marketing place in Tourism.
3. Which are the major intermediaries in the service delivery ?
4. Explain the role of public relation in Tourism sector.
5. Explain the need and scope of Entrepreneurship development for Tourism Industry.
6. "Entrepreneurship is all about innovation." Explain.
7. What do you mean by Project Feasibility Research ?
8. What are the sources of getting business ideas ?

Section-C

(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of half ($\frac{1}{2}$) mark each. All the questions of this section are compulsory.

Indicate whether the following are True *or* False.

1. Services are deeds, processes and performances.
(True/False)
2. Service sector is one of the three main categories of any economy.
(True/False)

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3. Services cannot be inventoried like products.
(True/False)
4. Advertising act as a supporting vehicle to personal selling.
(True/False)
5. Placement is not an issue of product distribution.
(True/False)
6. The word used to convey the advertising idea is advertisement research.
(True/False)
7. Uneconomic culture is not a barrier to entrepreneurship.
(True/False)
8. Innovative entrepreneurs face special issues in raising seed capital.
(True/False)
9. Reformist individual is more useful in entrepreneurship.
(True/False)
10. Entrepreneurial traits deal with job provider behaviour.
(True/False)

