

MTM-404/MTTM-404

Tourism Marketing Management and Entrepreneurial Development

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

Fourth Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Learners are required to 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 nine and half ($9\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. Explain the term Service Marketing. Discuss the various Ps of service marketing.
2. Discuss the new product development strategies.
3. Discuss the importance of tourism market segmentation.

4. Write a detailed note on the present scenario of tourism in India and scope for entrepreneurship in tourism sector.

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 *four* (04) questions only.

1. What is the traditional tourist generating market of India ?
2. What is the function of marketing management ?
3. What are the features of a service ?
4. What do you mean by service marketing triangle in tourism ?
5. What is the importance of market research in tourism ?
6. Explain target market with suitable examples.
7. What are the various elements of tourist destination ?
8. Explain the primary components of tourism.

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 statements are True *or* False :

1. The concept of marketing mix was developed by N. H. Borden. (True/False)
2. Demand is the want for specific product backed by an ability to pay. (True/False)

3. Sales promotion focuses on building relationships with individual customers to maintain lasting relationship.
(True/False)
4. Consumer promotion technique in which products are offered at low cost or free of cost on purchase of new product is classified as premium.
(True/False)
5. Tourism is contributing more than 16% to the GDP of India.
(True/False)
6. The TFCI is the main funding agency for new tourism projects in India.
(True/False)
7. Entrepreneurship is the process by which individuals pursue opportunities without regard to resources they currently control.
(True/False)
8. For starting a new venture an entrepreneur do a feasibility study to see if there are possible barriers to success.
(True/False)
9. A business center that offers working space and specialized support for new ventures is called integrator.
(True/False)
10. Deciding to become an entrepreneur is the first step in the entrepreneurial process.
(True/False)

