

# **MTM-103/MTTM-103**

## **Introduction to Marketing**

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

First Semester Examination, 2019 (June)

**Time : 3 Hours]**

**Max. Marks : 40**

**Note :** This paper is of Forty (40) marks divided into 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 Nine and half (9½) marks each. Learners are required to answer any two (2) questions only.

(2×9½=19)

1. Write a descriptive note on the marketing management process.

2. Write an essay on the analysis of consumer's buying behaviour.
3. Describe the marketing mix for designing and developing tourism products.
4. Write a detailed note on different approaches of pricing strategies.

### **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 any four (04) questions only. (4×4=16)

1. Write in brief about the nature and concept of Marketing.
2. Write in short about the social marketing.
3. Discuss in short about Marketing Information System?
4. Discuss in short about the market targeting.

5. Write in short about the competitive product differentitaion.
6. Discuss in short the new product development strategies.
7. Write in short about the nature and importance of distribution system.
8. Write a short note on the product levels with suitable examples.

**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. (10 $\times$  $\frac{1}{2}$ =05)

1. Which of the following information forms available to the marketing manager can usually be accessed more quickly and cheaply than other information sources?
  - (a) Marketing intelligence
  - (b) Marketing research
  - (c) Customer profile
  - (d) Internal databases.

2. Which of the following is not included in the 7P's of marketing?
- (a) Product
  - (b) Physical evidence
  - (c) People
  - (d) Policy.
3. Which of the following is the basis for demographic segmentation of customers?
- (a) Place of residence
  - (b) Income
  - (c) Consumer psychology
  - (d) None of above.
4. .... Of the following which shows the correct order of events in a destination life cycle?
- (a) Growth, introduction, maturity, decline
  - (b) Introductoin, maturity, Growth, decline
  - (c) Introductoin, Growth, maturity, decline
  - (d) Introductoin, Growth, decline, maturity.

5. Which pricing strategy would be appropriate when sellers want to increase market share by setting prices.
- (a) Price Skimming
  - (b) Psychological pricing
  - (c) Penetrative pricing
  - (d) None of the above.
6. In marketing, \_\_\_\_\_ has come to mean the process by which marketers try to create an Image of identity in the minds of their target market for its product, brand, or organization.
- (a) Targeting
  - (b) Positioning
  - (c) Packaging
  - (d) Distribution.
7. Which of the following is not a Marketing management philosophy?
- (a) Production concept
  - (b) Product concept

- (c) Selling concept
- (d) Supplier concept.

8. The study of individuals, group, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society is called as\_\_\_\_\_

- (a) Consumer buying behavior
- (b) Marketng competitive differentiationn
- (c) New product development
- (d) Marketing segmentation.

9. ....is want for specific product backed by an ability to pay

- (a) Need
- (b) Want
- (c) Demand
- (d) Desire.

10. .... is the father of modern marketing.

- (a) Peter Drucker
  - (b) Philip Kotler
  - (c) Abraham Maslow
  - (d) Lester Wunderman.
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