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Roll No.....

MTM 404/MTMM-404
Tourism Marketing Management &
Entrepreneurship Development
Master Of Tourism & Travel Management

(MTM-12/MTTM-16/17)

Fourth Semester, Examination, 2019

Time : 3 Hours

Maximum Marks : 40

NOTE: This paper is of forty (40) marks containing three Section A, B and C. Attempt the questions contained in three Sections according to the detailed instruction 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 (02) questions only. (2×9½=18)

1. What are the keys to marketing success? Explain.
2. What are the unique features and challenges of service marketing with special references to tourism industry?
3. What are the various types of marketing research? Explain the current approaches used for marketing.
4. What are the opportunities and challenges for development of tourism entrepreneurship in India?

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 x 4 = 16)

1. What are the objective of segmentation analysis?
2. What are the promotional & advertising strategies will you adopt for introducing new tourism product in the market?
3. Mention the various steps of a new product development process.
4. What is false advertising?
5. What do you mean by marketing mix?
6. What do you understand by project feasibility research?
7. Explain customer delivered value.
8. What are the basic concept of market research?

Section –C

(Objective-type questions)

Note : Section ‘C’ contains ten (10) objective- type- questions of Half mark each. All questions of this section are compulsory. **(10×½=5)**

1. The hospitality industry is the third major industry in the world. T/F
2. The first basic concept to marketing is that of human wants. T/F
3. Quality can be defined as “Freedom from defects”. T/F
4. Customer expectations are based on past buying experiences. T/F
5. Quality does not have a direct impact on product or service experience. T/F
6. The manufacturing concept is also called the production concept. T/F
7. Societal marketing holds that customers prefer existing products and the job of management is to develop good versions of these products. T/F

8. The concept of product is limited to physical objects. T/F
9. Quality begins with customer needs and ends with customer satisfaction. T/F
10. The selling concept holds that customers will buy enough of the organisation's products without a large sales and promotion effort ? T/F
