

MTM-404/MTTM-404
TOURISM MARKETING
MANAGEMENT & ENTREPRENEURIAL
DEVELOPMENT

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

Fourth Semester, Examination-2020

Time Allowed : 2 Hours

Maximum Marks : 40

Note : This paper is of Forty (40) marks divided into Two (02) sections A and B. Attempt the question 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. Define the Marketing Planning. Explain steps in Marketing Planning Process.

2. Explain the Sales Promotion Strategies. What are the distribution channel strategies ? Explain in detail.
3. What are the opportunities for development of Tourism Entrepreneurship in India ? Explain with suitable examples.
4. Describe the significance of Service and characteristics of Service Marketing.
5. Write about the importance of Advertising in Tourism.

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. (5×4=20)

1. Define the concept of Market Research in Tourism Industry.

2. What are the characteristics of success of a New Product in Market ?
3. How advertising is different from publicity ?
4. Explain the Economic entrepreneurship theory in detail.
5. What are the challenges faced by the tourists while booking online tour package ?
6. “False marketing strategies is spoiling the image of Tourism and Hospitality Industry” clarify the statement with suitable examples.
7. What is Market segmentation ?
8. Discuss the significance of Product Positioning.
