

## MASTER'S IN TOURISM MANAGEMENT

### Term-End Examination

June, 2006

### MTM-6 : MARKETING FOR TOURISM MANAGERS

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** Attempt any **five** questions in about 600 words each.

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1. Discuss the various evolutionary stages of the marketing concept. Mention its characteristics. 20
2. Discuss the significance of marketing mix in tourism marketing, with examples. 20
3. Define market segmentation. Mention its various techniques. 20
4. Write notes on any **two** of the following in about 300 words each : 10+10
  - (a) Demand forecasting
  - (b) Pricing strategies
  - (c) Branding

5. Write an essay on the training of sales force. 20
  
6. What do you understand by consumer behaviour ? Which model would you suggest to study domestic tourists ? 20
  
7. Differentiate between advertising and publicity. Prepare an advertising plan for a new tourism destination of your choice. 20
  
8. Mention the distribution strategies that can be used for tourism products. 20
  
9. Describe the concept of Product Life Cycle with examples from tourism. 20
  
10. Write notes on any **two** of the following in about 300 words each : 10+10
  - (a) Packaging
  - (b) Product decisions
  - (c) Public policy in marketing