

## **MASTER'S IN TOURISM MANAGEMENT**

### **Term-End Examination**

**June, 2007**

### **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. Write an essay on marketing of services. 20
  
2. Write about 300 words each on any **two** of the following : 10+10
  - (a) Buyer v/s User
  - (b) Promotion Budget
  - (c) Training of sales personnel
  
3. Define Marketing Organisation. How would you design a marketing organisation ? 20
  
4. What are the various pricing constraints while pricing a tour package ? 20

5. Define the following : 5+5+5+5
- (a) Promotion mix
  - (b) Market segmentation
  - (c) Social marketing
  - (d) Product levels
6. Discuss the alternative channels of distribution. 20
7. What are the various stages in Product Life Cycle ? How does the application of marketing mix vary at each stage ? 20
8. Discuss the role of advertising in marketing. What are the parameters for measuring effectiveness of advertising ? 20
9. What role does communication play in promotion of tourism ? List down some forms of communication. 20
10. How would you plan a marketing mix ? 20