

MASTER'S IN TOURISM MANAGEMENT

Term-End Examination

December, 2007

**MTM-6 : MARKETING FOR TOURISM
MANAGERS**

Time : 3 hours

Maximum Marks : 100

Note :

- (i) Attempt any **five** questions in about 600 words each.
 - (ii) All questions carry equal marks.
-
-

1. Explain the concept of social marketing and discuss its relationship with the service sector. 20

2. Write short notes on any **two** of the following in 300 words each : 10+10
 - (a) Marketing Organisation
 - (b) Sales Forecast
 - (c) Pricing Policy

3. Differentiate between a buyer and a user. What do you understand by decision making process of a buyer ? 10+10

4. Differentiate between any **two** : 10+10
 - (a) Advertising and Publicity
 - (b) Branding and Trademark
 - (c) Competition and Market conditions

5. What do you mean by packaging in tourism marketing ?
What are its advantages to the consumers ? 20
6. Define the following : 5+5+5+5
- (a) Product Levels
 - (b) Market Research
 - (c) Alternate channels of distribution
 - (d) Market Segmentation
7. Discuss the relationship between Sales and Promotion,
with relevant examples. 20
8. How does the new product development affect the choice
of marketing mix ? 20
9. How sensitive is the Indian Consumer Market ? Do these
sensitivities apply in the case of tourism ? 20
10. Define Diversification. What are its types ? To what extent
is it practised in tourism ? 20