

## MASTER'S IN TOURISM MANAGEMENT

### Term-End Examination

December, 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. What is meant by social marketing ? Discuss its relationship with service sector. 20
  
2. Write about 300 words each on any **two** of the following : 10+10
  - (a) Pricing Policy
  - (b) Desirable Products
  - (c) Product Life Cycle
  
3. What do you mean by market segments ? Discuss various approaches for market segmentation in tourism. 20
  
4. Write an essay on the factors that influence consumer behaviour. 20

5. Define the following : 5+5+5+5
- (a) Publicity
  - (b) Marketing mix
  - (c) Marketing organisation
  - (d) Alternate channels of distribution
6. Discuss the role of advertising in marketing with the help of examples from tourism in particular. 20
7. Explain why variations exist in application of personal selling from industry to industry and from company to company. 20
8. Define a wholesaler. What role does he play in promoting the tourism products ? 20
9. What is Sales Forecast ? What are the methods and approaches for Sales Forecast ? 20
10. How do government regulations and policies influence marketing ? 20