No. of Printed Pages : 2 **MTM-6/MTTM-6**

MASTER OF ARTS (TOURISM MANAGEMENT)/MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTM/MTTM)

Term-End Examination

December, 2022

MTM-6/MTTM-6 : MARKETING FOR TOURISM MANAGERS

Time : 3 Hours *Maximum Marks : 100*

Note : *Attempt any* ***five*** *questions in about* ***600*** *words each. All questions carry equal marks.*

1. Discuss the characteristics of service industry. Also highlight the implications of service characteristics and ways to overcome them. 20

2. Explain the concept and relevance of social marketing. 20

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3. Explain the concept of optimum marketing mix and relate the elements of marketing mix to different stages of Product Life Cycle. 20

4. What is the difference between market segmentation and product differentiation ? Explain with specific examples. 20

5. Discuss the factors that influence consumer behaviour with suitable examples. 20

6. What is Branding ? Explain the advantages and disadvantages of Branding. 20

7. What are the components of promotional mix ? Discuss the determinants of promotional mix. 20

8. What is sales forecast ? Explain the different methods of sales forecasting. 20

9. What is management of sales force ? What methods are used for training of sales force ? 20

10. Discuss the impact of government control on product decisions. 20