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MTTM-6

**MASTER OF TOURISM AND TRAVEL
MANAGEMENT (MTTM)**

Term-End Examination

December, 2024

**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 reasons for growth of service sector in recent decades. What are the key characteristics that differentiate services from goods ? Explain with suitable examples. 20
2. Explain the relationship between the marketing mix and marketing strategy. How does the effective use of marketing mix contribute to the success of a company's overall marketing strategy ? Explain with a case study. 20

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3. Once the marketer has gathered comprehensive knowledge about customer needs and market participants, what are the key criteria for segmenting buyers into distinct groups ? Discuss with the help of suitable examples. 20
4. What is matrix organisation ? Bring out the advantages and disadvantages of matrix organisation. 20
5. What are the key psychological factors that influence consumer behaviour ? Discuss how psychological factors shape tourists' purchasing decisions. 20
6. Explain the different types of products. Additionally discuss the concept of product line and its significance in a company's product strategy. 20
7. What is branding and why is it important for businesses ? Discuss the key branding decisions companies need to make. Also explain the concept of brand repositioning and its importance. 20

8. Write notes on the following in about **300** words each : 2×10=20
- (a) Sales forecast and how to prepare sales forecast.
- (b) Methods of forecasting.
9. What is sales management ? Explain the process of recruitment and selection of salesmen. 20
10. Explain the process of selecting and scheduling media for an advertisement. 20

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