

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

Term-End Examination

December, 2025

**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. What is social marketing ? Discuss its role and relevance with the help of examples from tourism and hospitality. 20
2. Discuss the major considerations involved in designing an effective marketing organization. How do these considerations contribute towards the success of a marketing team ? 20

3. What is marketing research ? Describe the marketing research process. 20
4. What are the major cultural factors that influence consumer behaviour ? How is knowledge of these cultural factors helpful for marketers ? Explain with suitable examples. 20
5. Explain the Model of Family Buying Behaviour. How do different family members influence the decision-making process and what roles do they play in the various stages of a purchase ? 20
6. Explain the role of government in marketing in a developing economy. Enlist the important laws affecting marketing in India and briefly explain any *one* of them. 20
7. Compare and contrast direct selling, retailing and wholesaling as distribution channels. Describe the roles and functions of retailers and wholesalers in the tourism supply chain. 20

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8. Write notes on the following in about
300 words each : **2×10=20**

(a) Controlling the salesperson

(b) Motivating the salesperson

9. What is sales promotion ? Discuss the
various methods of sales promotion. **20**

10. Explain the product life cycle. Discuss the
4P's of marketing strategy at the initial and
final stage of destination life cycle. **20**

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