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MTTM-9

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

Term-End Examination

December, 2025

**MTTM-9 : UNDERSTANDING TOURISM
MARKETS**

Time : 3 Hours

Maximum Marks : 100

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

1. “Market research is a backbone of any tourism business.” Comment on this statement.

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2. Discuss the factors affecting motivation of International tourist visiting India.
3. Discuss the various tourism market segments. What segments would be appropriate to visit Rajasthan ? Discuss.
4. Discuss the changing trends of domestic tourism in India.
5. “India has a strong outbound tourism flow.” Discuss the important reasons for outbound tourism.
6. “South Asian countries are important for Indian tourism.” Comment on this statement.
7. “G-20 Presidency of India would affect Indian inbound tourism.” Discuss.

8. Explain why Tamil Nadu is attracting more number of International tourists than any other state in India.
9. “Indian diaspora can be important for the image building of incredible India.” Discuss how this can be tapped.
10. Prepare a 5 days 4 nights tour itinerary for visiting Dubai/Singapore (any *one*) by an Indian couple.

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