

**MASTER OF TOURISM AND
TRAVEL MANAGEMENT**

(MTTM)

Term-End Examination

June, 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. Explain the Social Marketing Planning Process. Also highlight the consequences of Social Marketing. 20
2. Discuss the elements of marketing mix in service marketing. 20

3. Discuss the changing role of marketing organisation. What factors should be considered in organising the market organisation ? 20
4. What is the scope of Marketing Research ? Briefly discuss the marketing research process. 20
5. Explain how social factors influence the consumer behaviour. Substantiate your answer with appropriate examples. 20
6. Discuss any *two* of the following Buyer Behaviour Models : 10+10
 - (a) Howard-Sheth Model
 - (b) A Model of Industrial Buyer Behaviour
 - (c) Model of Family Decision-making
7. What is the meaning of product diversification ? Explain various ways of product diversification. 20

8. Highlight the objectives of Sales Promotion.
Explain the different methods of sales promotion used by marketers. 20
9. “Advertising effectiveness to a very large extent is dependent on the type of message and copy selected for communication, and the way it is executed. Well-conceived advertising objectives guide in the development of effective message and copy.”
In view of this statement, explain advertising objectives, advertising copy and message. 20
10. Discuss the approaches and methods of sales forecasting. 20

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