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[Roll No.]

BTTM-103

**Bachelor of Tourism & Travel
Management (BTTM) Ist Semester
Examination Dec., 2023**

INTRODUCTION TO MARKETING

Time : 2 Hours]

[Max. Marks : 35

Note :- This paper is of Thirty five (35) marks divided into two (02) Sections 'A' and 'B'. Attempt the questions contained in these Sections according to the detailed instructions given there in. *Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.*

Section-A

(Long Answer Type Questions) 2×9½=19

Note :- Section 'A' contains Five (05) Long-answer type questions of Nine and Half (9½) marks each. Learners are required to answer any *two* (02) questions only.

1. Define Marketing and discuss its significance in the modern tourism.

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(1)

P.T.O.

2. How can the stages of Product Life Cycle be useful in tourism industry ?
3. “Marketing Research is vital for the Evaluation of a sound Marketing Strategy”. Explain this statement.
4. Describe the Marketing Mix for hotel industries.
5. Explain the objectives of pricing policy of a tourism firm.

Section–B

(Short Answer Type Questions) 4×4=16

Note :– Section ‘B’ contains Eight (08) Short-answer type questions of Four (04) marks each. Learners are required to answer any *four* (04) questions only.

1. What do you understand by new product development strategy ?
2. What do you understand by “promotion mix” ? Describe in brief.
3. Explain public relation process ? How it can be effective for the hotel management ?
4. How forecasting marketing demand is useful for the industries.
5. State the advantages of market research.
6. Explain the concept of Market targeting.

7. Define Channel design decisions.
8. Define any *two* of the following :
 - (a) Branding
 - (b) Product Mix
 - (c) Publicity
