

K-640

Total Pages : 3

Roll No.

MTTM-103

Introduction to Marketing

Master of Tourism and Travel Management (MTTM)

1st Semester Examination, 2023 (Dec.)

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 therein. 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)

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.

(2×9½=19)

1. What is the nature of tourism marketing? Explain the core concept of tourism marketing.
2. What is marketing management process? Explain in detail.
3. Write a detailed essay on marketing research.
4. What is sales promotion? What are the various methods for implementing and monitoring sales promotion strategies?
5. What is the concept of Market segmentation? Explain in detail.

SECTION-B

(Short Answer Type Questions)

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. (4×4=16)

1. Write a note on product oriented marketing philosophy.
2. What are unique features of service marketing?
3. Write a detailed note on forecasting market demand.
4. What is market targeting?

5. What is the concept of PLC?
 6. What is the nature and importance of distribution systems?
 7. What are various pricing strategies approaches?
 8. Write short note on the followings :
 - (a) Competitive differentiation.
 - (b) Developing sales promotion.
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