

**K-653**

Total Pages : 3

Roll No. ....

**MTTM-404**

**TOURISM MARKETING MANAGEMENT AND  
ENTREPRENEURSHIP DEVELOPMENT**

Master of Tourism & Travel Management (MTTM)

4th 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. Discuss the meaning, objectives and importance of marketing.
2. Good public relations is the pre-requisition for success in Tourism. Discuss.
3. Discuss the opportunities and challenges faced by entrepreneurs in India.
4. 'In Tourism marketing, the promotional mix describes a blend of promotional variables chosen by marketers to help a firm reach its goals.' Write your answer with suitable examples.
5. How do you predict the entrepreneurship opportunities in the tourism sector of India? Elaborate.

### **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. With the support of suitable examples describe the basic concept of market research.
2. What are the functions of marketing management?

3. Discuss the meaning and significance of product positioning.
  4. Mention the various steps of a new product development processr
  5. What is market segmentation? Also, discuss its significance.
  6. What do you understand by public relations opportunities in the travel and tourism sector?
  7. Discuss the meaning of forecasting. Explain its role in increasing product's demand.
  8. Give a brief outline of entrepreneurial practices in India.
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