

**A-0261**

**Total Pages : 4**

**Roll No. -----**

**MTTM-404**

**Tourism Marketing Management and  
Entrepreneurship Development**

**Master of Tourism & Travel Management (MTTM)  
4<sup>th</sup> Semester Examination 2024(Dec.)**

**Time: 2:00 hrs**

**Max. Marks: 35**

**Note : This paper is of thirty five (35) marks divided into Two (02) Section 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.**

**P.T.O.**

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## **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.**

**(2x9½=19 )**

- Q.1. What do you understand by 7Ps of service marketing? Explain with the help of example.
- Q.2. Why research and selecting marketing targets are very important step in marketing process? Explain with the help of example.
- Q.3. What are important marketing management philosophies?
- Q.4. What is personal selling? Explain with the help of example.
- Q.5. What are the various steps in preparation of any business plan? Explain with the help of example.

## **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.**

**[4x4=16]**

- Q.1. What do you understand by Start-up India Scheme?
- Q.2. What are the various initiatives taken by government of India to boost Entrepreneurial ecosystem in the country?
- Q.3. What is social capital theory of entrepreneurship?
- Q.4. Explain the role of social media in marketing today?
- Q.5. Write a note on new product development strategy?
- Q.6. What is the importance of product positioning? Write in detail.

P.T.O.

Q.7. What do you understand by Social Entrepreneurship?

Q.8. What do you understand by Entrepreneurial motivation?

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