

A-0472

Total Pages : 3

Roll No.

MTTM-03/ MTTM-103

Introduction to Marketing

Master of Tourism & Travel Management (MTTM)

Examination 2026 (Feb.)

Time: 02:00 hrs

Max. Marks: 70

Note : This paper is of Seventy (70) marks divided in to 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.*

Section-“A”

(Long Answer - type Questions)

Note:- Section ‘A’ contains Five (05) long-answer-type questions of Nineteen (19) marks each. Learners are required to answer any two (02) questions only.

(2x19=38)

P.T.O

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1. What is the importance of tourism marketing? What are the core concept of tourism marketing?
2. What are the unique features and challenges of service marketing?
3. Write a detailed essay on Marketing Information System.
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 Eight (08) marks each. Learners are required to answer any Four (04) questions only.

(4x8=32)

1. Write a note on product oriented marketing philosophy.
2. What is market research?
3. Write a detailed note on measuring 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 notes on the following:
 - i. Product issues
 - ii. Channel management decisions
