

MTM-103/MTTM-103

Introduction to Marketing

Master of Tourism & Travel Management

(MTM-12/MTTM-16/17)

First Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Learners are required to attempt the questions contained in these Sections according to the detailed instructions given therein.

Section-A

(Long Answer Type Questions)

Note : Section 'A' contains four (04) long answer type questions of nine and half ($9\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. Discuss the different orientation towards market place and marketing philosophies.
2. Highlight the "Consumer's Buying Behaviour" in detail.
3. Explain the concept of market segmentation and market targeting.
4. What do you mean by product strategies ? Discuss its controlling marketing programmes.

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 *four* (04) questions only.

1. Explain travel and hospitality industry.
2. Discuss the nature and importance of marketing.
3. What is the market research ? Explain.
4. Define the value of market demand.
5. Highlight the development base of Marketing mix.
6. Discuss the concept of PLC.
7. Explain channel design decisions.
8. Define 4 "Ps" in detail.

Section-C**(Objective Type Questions)**

Note : Section 'C' contains ten (10) objective type questions of half ($\frac{1}{2}$) mark each. All the questions of this Section are compulsory.

Choose the correct alternative :

1. Customers of tourism product are people.
 - (a) Autogenous
 - (b) Heterogenous
 - (c) Restrogenous
 - (d) Multigenous
2. Tourism is a and movement of tourists.
 - (a) Temporary and short-term
 - (b) Long-term
 - (c) Extra term
 - (d) Middle term

3. Services like transport, accommodation and food fall under products.
 - (a) Tourist oriented products
 - (b) Core products
 - (c) Tangible products
 - (d) Life products
4. International motivators are related to a desire to visit..... .
 - (a) Manager
 - (b) Company and Owner
 - (c) Friends and Relative
 - (d) Director
5. Who was the founder of inclusive tour ?
 - (a) Thomas Cook
 - (b) Wright Brothers
 - (c) Dennis
 - (d) None of the above
6. tourism involves people travel within the country.
 - (a) Domestic tourism
 - (b) International tourism
 - (c) Inbound tourism
 - (d) Outbound tourism
7. The peak season of International tourism in India :
 - (a) October to February
 - (b) February to March
 - (c) October to March
 - (d) April to September

8. tourism is the time when an individual can do what he likes to refresh.
- (a) International tourism
 - (b) Leisure tourism
 - (c) Recreational tourism
 - (d) None of the above
9. A National Policy of tourism was announced in
- (a) 1980
 - (b) 1982
 - (c) 1985
 - (d) 1990
10. The Ministry of tourism is headed by :
- (a) President
 - (b) Prime Minister
 - (c) Chief Minister
 - (d) Union Minister for Tourism