

A-379

Total Pages : 3

Roll No. -----

MTTM-404

**Tourism Marketing Management and
Entrepreneurship Development**

Master of Tourism & Travel Management (MTTM)

4th Semester, Examination 2024 (June)

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 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 (9.5) marks each. Learners are required to answer any Two (02) questions only.

[2x9.5=19]

P.T.O.

- Q.1. What is forecasting? Also, discuss its features and significance.
- Q.2. What are the unique features and challenges of service marketing with special references to the tourism industry?
- Q.3. Discuss the various entrepreneurship opportunities in the tourism sector in India.
- Q.4. Define entrepreneurship. Also discuss the attributes of successful entrepreneurship.
- Q.5. What do you mean by Market Segmentation? Discuss the features and basis of market segmentation.

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. Throw a light on different strategies of new product development.
- Q.2. Discuss marketing research and also explain its significance in marketing.
- Q.3. What do you mean by Product Positioning?
- Q.4. Explain the necessity of innovation in the tourism sector.

- Q.5. Explain the key entrepreneurship behaviours that contribute to success in business.
- Q.6. Discuss the meaning and significance of Project Feasibility Research.
- Q.7. Explain the GOI role in promotion of Entrepreneurship in India.
- Q.8. Discuss the problems and challenges faced by entrepreneurs in Indian tourism industry.
