

**A-0640**

Total Pages : 3

Roll No. ....

**MTTM-03/MTTM-103**

**Master of Tourism & Travel Management (MTTM)**

**(Introduction to Marketing)**

Examination, June 2025

Time : 2:00 Hrs.

Max. Marks : 70

**Note :-** This paper is of Seventy (70) 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)**     2×19=38

**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.

1. Discuss the steps involved in the marketing management process. How can this process be effectively applied in a competitive market ?
2. Analyze the unique features and challenges of service marketing, with a special focus on its applicability to the travel and hospitality industry.
3. Evaluate the importance of competitive differentiation and product positioning in developing marketing strategies. Provide relevant examples.
4. Describe the concept of the product life cycle (PLC). Discuss the strategies businesses should adopt at different stages of the PLC.
5. Analyze the importance of distribution channel strategies in marketing. Discuss the key factors to consider in channel design and management decisions.

### **Section–B**

**(Short Answer Type Questions)**      4×8=32

**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.

1. Define marketing and explain its importance in the modern business environment.
2. Briefly describe the societal marketing philosophy and its role in sustainable business practices.
3. What are the main objectives of the marketing management process ?
4. Identify two unique features of service marketing and explain why they are important.
5. Briefly describe the concept of product levels in marketing.
6. Identify two pricing considerations businesses must evaluate when setting prices.
7. What are two key functions of distribution channels in marketing ?
8. What are two important steps in developing a sales promotion strategy ?

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