

A-0652

Total Pages : 3

Roll No.

MTTM-404

Master of Tourism & Travel Management (MTTM)

**(Tourism Marketing Management and
Entrepreneurship Development)**

Examination, June 2025

Time : 2:00 Hrs.

Max. Marks : 35

Note :- This paper is of Thirty Five (35) 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) 2×9½=19

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.

1. Discuss extended marketing mix in detail ? Explain with the help of example.
2. What are various types of market segmentation ? Explain with the help of example.
3. What is digital marketing and its benefits ? Explain with the help of example
4. What is the role of Innovation in Entrepreneurship ? Explain with the help of example.
5. What are the various opportunities in tourism entrepreneurship in India ? Explain with the help of example.

Section–B

(Short Answer Type Questions) 4×4=16

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.

1. What do you understand by affiliate marketing ?
2. What is the difference between sales and marketing ?

3. What is product positioning in marketing ?
4. Differentiate between entrepreneurial behaviors and entrepreneurial motivation ,
5. Write a note on service marketing ?
6. What is Brand Equity ? Explain in detail.
7. Write a note on various challenges faced by entrepreneurs ?
8. Write in detail about the entrepreneurial process ?
