

MTM-404/MTTM-404**Tourism Marketing Management and
Entrepreneurial Development**

Master of Tourism and Travel Management
(MTM-12/MTTM-16/17)

Fourth Semester, Examination, 2017

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B, C. 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. What do you understand by Tourism Market ? Discuss the various characteristic features of tourism product.
2. A good public relation is the pre-requisition for success in Tourism. Discuss.
3. Write a detailed note on the role of government institutions in the entrepreneurship development.
4. Discuss the various entrepreneurship opportunities in tourism sector in India.

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. What is the traditional tourist generating market of India ?
2. What are the functions of marketing management ?
3. What are the various stakeholders in tourism sector ?
4. How can you differentiate between publicity and Advertising ?
5. What role the National Tourism Organisation can play in the tourism entrepreneurship development ?
6. Explain the necessity of innovation in tourism sector.
7. What do you mean by Business Plan ?
8. Define Draft Project Report 'DPR'.

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.

1. Tourist generating market means tourist destination.
(True/False)
2. The most basic level of a product is called the central product.
(True/False)
3. Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a demand.
(True/False)
4. Marketing is both an "Art" and a "Science".
(True/False)

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5. Intangibility is the basic property of a service which makes it different from a product. (True/False)
6. The primary purpose of Marketing activities is to facilitate and encourage exchange transactions with potential customers. (True/False)
7. Tourism entrepreneur means starting an enterprise by a tourist. (True/False)
8. Tourism has been declared as an industry in India. (True/False)
9. TFCI is the main government organization for funding tourism projects. (True/False)
10. A business plan is a formal statement of business goals, reasons they are attainable and plans for reaching them. (True/False)

