

Roll No. ....

## **MTM–103/MTTM–103**

### **Introduction to Marketing**

**Master of Tourism & Travel Management**

**(MTM–12/MTTM–16)**

**First Semester, Examination, 2017**

**Time : 3 Hours**

**Max. Marks : 35**

**Note :** This paper is of **thirty five (35)** marks containing **three (03)** sections A, B and 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 seven and half ( $7\frac{1}{2}$ ) marks each. Learners are required to answer *two* (02) questions only.

1. Recognize that an explanation for the development of tourism in a given location or time is due to the combination of political, economic, social and technological influences.
2. Recognize the different forms of tourism demand.
3. Realize the importance of segmentation as a vital tool in a marketing strategy.
4. With special focus on stages of product life cycle, write down the importance of product life cycle in product planning.

## Section-B

### (Short Answer Type Questions)

**Note :** Section 'B' contains eight (08) short answer type questions of two and half ( $2\frac{1}{2}$ ) marks each. Learners are required to answer *six* (06) questions only.

Briefly discuss any *six* of the following :

1. Demographic Segmentation (Age, Sex).
2. Explain the term tourism supply.
3. Marketing mix designing.
4. Non-traditional family life cycle.
5. Consumer-Decision-making process.
6. Distinguish between Franchise and Sponserhip.
7. Write short notes on the following :
  - (a) Pricing
  - (b) Cognitive dissonance theory
8. Sales promotion technique.

## 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. Maslow's hierarchy starts with .....
2. Marketing creates ..... for goods and services.
3. The four P's of marketing are Product, Place, Price and .....
4. In ..... segmentation the market is divided by location.
5. Motivation can be ..... or ..... in direction.

**[ 3 ]**

Choose the correct alternative.

6. In SWOT analysis 'O' stands for :
  - (a) Open
  - (b) Opportunity
  - (c) Opinion
  - (d) Odd
7. Public relation tools are :
  - (a) Publication
  - (b) Events
  - (c) News
  - (d) All of the above
8. "AIDA" stands for :
  - (a) Attention, Interest, Desire, Action
  - (b) Affection, Infatuation, Demand, Alternate
  - (c) Adorable, Incline, Distance, Action
  - (d) Attention, Interest, Demand, Action
9. Brand names is used to :
  - (a) Help identify a product
  - (b) Spice up the image of a product
  - (c) Help consumer select a product
  - (d) None of these
10. Cognitive dissonance theory is :
  - (a) At the purchase time
  - (b) Before purchase
  - (c) Planning to purchase
  - (d) After purchasing

