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Roll No.

MTM–103/MTTM–103

Introduction to Marketing

Master of Tourism & Travel Management

(MTM–12/MTTM–16/17)

First Semester, Examination, 2017

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Learners are required to 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 mean by marketing management process ?
2. Explain the measuring/forecasting market demand.
3. Highlight the New and Innovative product development strategies.
4. Discuss the pricing strategies in detail.

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. Define core concept of marketing.
2. Explain the applicability of marketing principles.
3. Discuss the marketing strategies.
4. Highlight the marketing information system.
5. Define the product development strategies in detail.
6. What do you mean by product positioning ? Explain.
7. Discuss the product levels and product issues.
8. Explain the implementing and monitoring sales.

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. Which of the following is an integral element of tourism product ?
 - (a) Hotel and Restaurant
 - (b) Transportations
 - (c) Entertainment and Recreational facilities
 - (d) All of the above
2. The Maslow's needs ladder which of the following is the foremost need ?
 - (a) Physiological need

- (b) Self-esteem need
 - (c) Social need
 - (d) Security need
3. India's first and oldest museum is situated in which city ?
- (a) Kolkata
 - (b) Chennai
 - (c) Delhi
 - (d) Mumbai
4. Which of the following plays an important role in Tourism Industry ?
- (a) Attraction
 - (b) Accommodation
 - (c) Transportation
 - (d) All of the above
5. Which of the following is a travel motivator ?
- (a) Rest and Relaxation
 - (b) Transportation
 - (c) Accommodation
 - (d) All of the above
6. Products developed with distinctive characteristics is product.
- (a) Augmented
 - (b) Tangible
 - (c) Core
 - (d) Tourist

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7. According to Plog's classification, market of innovators is termed as
 - (a) Flexible
 - (b) Allocentric
 - (c) Augmented
 - (d) Fix value
8. The product is not the tangible, physical product.
 - (a) Tangible
 - (b) Tourist
 - (c) Company
 - (d) Core
9. The famous Cartoon character Mogli belongs to National Park.
 - (a) Kanha
 - (b) Bandhavgarh
 - (c) Blackbuck
 - (d) Buxa Tiger Reserve
10. Satpura range of hills lies in part of India.
 - (a) Middle
 - (b) Eastern
 - (c) Western
 - (d) Central

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