

Roll No.

MTM-11 (Master of Tourism Management)
Second Sem, Examination-2014

MTM-6

Marketing for Tourism Managers

Time Allowed : Three Hours

Maximum Marks : 30

Note : This paper is of thirty (30) marks divided into three (03) sections. 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 7½ marks each. Learners are required to answer any two (02) questions only. (2×7½=15)

1. Write a descriptive note on the unique features of service products. Support your answer by suitable industrial examples.
2. Write an essay on the market segmentation, targeting and positioning of tourism products.
3. Elaborate the distribution channel management for the service industry.
4. Write the detailed note on the emerging service sectors of Indian economy.

Section - B

(Short answer type Questions)

Note : Section 'B' contains eight (08) short-answer-type questions of 2½ marks each. Learners are required to answer any four (04) questions only. (4×2½=10)

1. Write a short note on the service recovery.
2. What do you understand from the importance of physical appearance of service products in its marketing? Discuss in short.
3. Discuss in short about the trade ethics of tourism service organizations.

4. What do you understand from importance of training and development?
5. Write in short about the product life cycle?
6. Explain the role of marketing research in service industry in short.
7. Write in short about the pricing strategies used in the tourism business.
8. Write a short note on the impact of technology on marketing of tourism products.

Section - C

(Objective type Questions)

Note : Section 'C' contains ten (10) objective-type questions of $\frac{1}{2}$ mark each. All the questions of this section are compulsory. (10 $\times\frac{1}{2}$ =05)

1. Satisfied customers will usually inform their friends by word of mouth. This is known as
 - (a) Advertising
 - (b) Promotion
 - (c) Recommendation
 - (d) Publicity

2. Fixed costs change with the direct proportion to the output. (True/False)
3. Identifying smaller groups within a target market and developing products & services to satisfy these groups is called
 - (a) Target marketing
 - (b) Market segmentation
 - (c) Franchising
 - (d) Direct sales
4. Job description has a profile of person doing a job. (True/False)
5. Identify three prime functions of management
 - (a) Dealing, measuring and calculating
 - (b) Delegating, monitoring and cooperating
 - (c) Directing, motivating and communicating
 - (d) Distributing, monitoring and communicating
6. Job Rotation :
 - (a) is a programme through which management seeks greater productivity from workers.

- (b) involves giving employees work with a greater degree of responsibility and autonomy.
 - (c) is another term for employee empowerment.
 - (d) means that staff are moved periodically from task to task in order to increase variety and interest.
7. Which of the following is not a user of a product?
- (a) Regular user
 - (b) First time user
 - (c) Potential user
 - (d) Ex user
8. When a firm seeks a new market with a completely new product is known as :
- (a) Market Penetration
 - (b) Diversification
 - (c) Market Development
 - (d) Product Development
9. What is the meaning of the management principle 'Stability of Tenure of Personnel':
- (a) No employee should be given stability at a job position

- (b) No employee should be removed from a job position within a short period of time
 - (c) No employee should be expelled from a job position
 - (d) No action can be taken against any employee
10. Which of the following is not an element of marketing mix?
- (a) Products
 - (b) Punctuality
 - (c) Price
 - (d) Place