

MASTER OF TOURISM & TRAVEL MANAGEMENT

(CATEGORY 1 & 2) (SEMESTER 1 & 2)

MTTM (First Year) Assignments Booklet 2026

**(January & July Academic Cycles)
Applicable for June and December 2026 TEE**

**MTTM - 1 TO 8
and
TS-1, 2, 3 and 6 (for Category II)**



**School of Tourism and Hospitality Services Sectoral
Management Indira Gandhi National Open University Maidan
Garhi, New Delhi – 110 068**

MTTM ASSIGNMENTS

Dear Student,

You will have to do **One** assignment in each of the courses, i.e., MTTM-1 to 8 and TS-1, 2, 3 and 6. Only Category II students should attempt assignments of TS-1, 2, 3 and 6. All these are Tutor Marked Assignments (TMAs).

Before attempting the assignments please read the instructions provided in the MTTM Programme Guide.

Note: All Assignments must be **submitted in time** in order to appear in the Term-end examination and they should be **sent to the Coordinator of your Study Centre**. You must mention your enrolment number, name, address, Assignment code and Study Centre Code on the first page of the assignment.

You must obtain a receipt from the study centre for the assignments submitted and retain it. If **possible**, keep a photocopy of the assignments with you.

After evaluation, the assignments have to be returned to you by the study centre. Please insist for this and keep them as a record with you. The Study Centre has to send the marks to SED Division at IGNOU, New Delhi.

GUIDELINES FOR DOING ASSIGNMENTS

We expect you to answer each question in about 500 words or as mentioned in the assignment. You will find it useful to keep the following points in mind:

- 1) **Planning:** Read the assignment questions carefully. Go through the Units on which they are based. Make some points regarding each question and then rearrange them in a logical order.
- 2) **Organisation:** Be a little selective and analytic before drawing up a rough outline of your answer. Give adequate attention to your introduction and conclusion.

Make sure that your answer:

- a) is logical and coherent;
 - b) has clear connections between sentences and paragraphs; and
 - c) is written correctly giving adequate consideration to your expression, style and presentation.
- 3) **Presentation:** Once you are satisfied with your answers, you can write down the final version for submission, writing each answer neatly and underlining the points you wish to emphasise.

Wishing you all the best

**Programme Coordinator,
(MTTM)**

DATE OF SUBMISSION OF ASSIGNMENTS

Reminder: All Assignment must be sent to the **Coordinator of your Study Centre**. You must mention your enrolment number, name, address, Assignment code and Study Centre Code in the first page of the assignment.

Semester & Courses (1 st Year)	
Semester I MTTM 1 MTTM 2 MTTM 3 MTTM 4	Semester II MTTM 5 MTTM 6 MTTM 7 MTTM 8

* **Category 2** students will have to pass the following additional papers during the period of their study, preferably during the 1st Year itself (**TS 1 and TS 2 in the first semester and TS 3 and TS 6 in the second semester**)

List of additional papers

TS 1: Foundation Course in Tourism

TS 2: Tourism Development: Products, Operations and Case Studies

TS 3: Management in Tourism

TS 6: Tourism Marketing

Last Date of Submission of Assignments *

For June Term End Examination 2026	For December Term End Examination 2026
30 th April 2026	30 th October 2026

* Keep checking the IGNOU website for any change in the date of submission

IGNOU adopts a flexi-open learning system and option is available to the student to decide which course he/she will complete in a particular semester/year, subject to the completion of a particular semester and the validity of their course registration.

Submit your assignment before the due date specified for only those courses which you plan to give the examination in a particular Term End Examination

**MTTM-6: MARKETING FOR TOURISM MANAGERS
(TUTOR MARKED ASSIGNMENT)**

Course Code: MTTM 6
Total Marks: 100

Programme: MTTM
Assignment Code: MTTM 6/ TMA /2026

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. What do you understand by the term “Marketing Mix”? Discuss the role and importance of Marketing Mix in the Tourism Industry. **20**
2. Discuss the characteristics of Service Industry. Explain how it affects the Marketing Mix with suitable example **20**
3. Define Market Segmentation. Explain the variables used for market segmentation in the tourism industry with the help of suitable examples. **20**
4. What do you understand by Channels of Distribution? What are the channels of distribution used in tourism industry? Give relevant examples. **20**
5. Write short notes on the following: **4X 05 = 20**
 - i. Social Marketing
 - ii. Packaging in Tourism
 - iii. Marketing Strategy
 - iv. Role of Wholesaler in Tourism
6. Define marketing research. Discuss the purpose, scope, procedure, and application of marketing research. Also mention the problems in conducting marketing research in India. **20**
7. What is marketing organization? Explain the changing role of marketing organization and methods of designing the marketing organization. **20**
8. Explain the Stages in Buyer decision making process. Discuss the Factors influencing consumer behavior with suitable examples. **20**
9. Define Branding. Discuss the advantages and disadvantages of branding decisions with the help of suitable examples from tourism industry. **20**
10. Write short notes on **any two** of the following: **2 X 10 = 20**
 - i. Personal Selling
 - ii. Determinants of Pricing
 - iii. Sales Forecasting