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MTTM-006

**MASTER OF TOURISM AND
TRAVEL MANAGEMENT
(MTTM)**

Term-End Examination

June, 2026

**MTTM-006 : MARKETING FOR TOURISM
MANAGERS**

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any **five** questions in about
600 words each. All questions carry equal
marks.

1. Explain marketing at different levels of economic development. Bring out the relevance of marketing in a developing economy. 20

2. Explain marketing mix decisions with respect to new product development; stages in the life cycle of a product; role of advertising and pricing in the marketing mix. 20
3. How do personal factors influence the consumer's purchase decision ? Elucidate your answer with suitable examples. 20
4. What is product line decision ? State the reasons why companies diversify their range of products. 20
5. What is packaging ? Explain the functions of packaging. 20
6. "Having an appropriate brand has emerged as the most important activity in the area of consumer products." Considering this statement bring out the key decisions that companies take regarding branding their products. 20

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7. Name and describe the two broad new-product pricing strategies. When would each be appropriate ? Explain citing relevant examples. 20
8. Develop an advertisement copy and message for any tourist destination in India of your choice. How will you do media planning for the same ? 20
9. Bring out the importance of distribution channels for a business. Explain the factors that govern the selection of distribution channels. 20
10. Write notes on any *two* of the following : 2×10=20
- (a) Nature and use of price discounts in marketing
 - (b) Demographic characteristics
 - (c) Nature of cyber marketing

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