

**Roll No.**

[illegible]

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**MTTM (2018 Batch) (Sem.-3)**

# TOURISM AND HOSPITALITY MARKETING

**Subject Code : MTTM303-18**

**M.Code : 76862**

**Time : 3 Hrs.**

**Max. Marks : 60**

### INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

## SECTION-A

1. **Write briefly :**
  - a. Define Marketing.
  - b. Services.
  - c. Consumer.
  - d. Management.
  - e. Consumer behaviour.
  - f. Promotion.
  - g. Packaging.
  - h. Amusement parks.
  - i. Designing
  - j. Destination.

## **SECTION-B**

2. Explain Service Marketing with suitable examples.
3. Write down the various characteristics of tourism marketing.
4. Write a note on Marketing Information System.
5. Explain the concept of pricing of tourism products.
6. Explain Effective Sales Promotion.

## **SECTION-C**

7. Explain the need for studying consumer behaviour in tourism marketing.
8. Explain Market Research and its process in detail.
9. Explain in detail the changing role of personal selling.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**