



# UTTARAKHAND OPEN UNIVERSITY HALDWANI (NAINITAL)

## MTTM First Semester Assignment

Programme Code: MTTM 17

Session: 2017-18 (Summer & Winter)

Last Date of Submission:

31 Oct. 2017 (Summer Session)

30 April 2018 (Winter Session)

Course Title: Introduction to Marketing

Code: MTTM 103

Maximum Marks: 10

Section 'A' contains 08 short answer type questions of 1.5 marks each. Learners are required to answer any 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

1. Define Advertising
2. Objectives of Sales Promotion
3. Marketing Management Philosophies
4. Service Marketing
5. Online Marketing
6. Tourism Market
7. Product Positioning
8. Distribution Channel Strategies

Section 'B' contains 4 long answer-type questions of 02 marks each. Learners are required to answer any 02 questions only.

1. Describe the various stages in Product Life Cycle.
2. What do you mean by Forecasting? What are the different methods of Forecasting? Discuss its significance in context to Tourism Industry.
3. What is meant by market Segmentation and why it is necessary?
4. What do you understand by Product Pricing? Also discuss the factors affecting the Tour Package pricing.