



# UTTARAKHAND OPEN UNIVERSITY HALDWANI (NAINITAL)

## MTM FOURTH SEMESTER ASSIGNMENT

**Programme Name:** Master of Tourism Management

**Programme Code:** MTM12

**Course Name:** Tourism Marketing Management and Entrepreneurial Development

**Course Code:** MTM 404

**Session:** 2014-15 (Summer)

**Last Date of Submission:** 15 June 2015

**Maximum Marks:** 20

Section 'A' contains 08 short answer type questions of 2.5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

**Briefly discuss the following:**

1. Define Service Marketing?
2. Define Demand forecasting?
3. What are the benefits of Tourist Destination?
4. Define Product positioning?
5. What are the objectives of Entrepreneurship Development Programmes (EDPs)?
6. What are the important facets of a project feasibility study?
7. What are various inputs required by an entrepreneur?
8. What are District Industries Centres (DICs)?

Section 'B' contains 04 long answer-type questions of 05 marks each. Learners are required to answers 02 questions only.

1. Define the meaning of Service? Explain the challenges faced by the service industry in marketing of Services?
2. Define Market Segmentation? Discuss the types of Market Segmentation?
3. Define Communication. What are the barriers in effective Communication?
4. Explain the meaning of 'Sales Promotion'. Why is Sales Promotion necessary? Describe the purpose served by sales promotion?