



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)
उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

MASTER'S IN TOURISM MANAGEMENT (MTM -12)

Last Date of Submission: 15 Jan,2013 (जमा करने की अन्तिम तिथि: 15 Jan,2013)

Course Title: INTRODUCTION TO MARKETING

Semester : 1st

Course Code: MTM-103

Year: 2012-13

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. Discuss the relationship of price with market segmentation.
2. What do you understand by market segmentation?
3. Discuss the relationship between Price and Demand.
4. What role intermediaries play in tourism marketing?
5. What role do the individuals play in tourism marketing?
6. Discuss the role of culture in tourism promotion.
7. Discuss the role of electronic media in local marketing.
8. Mention the different stages in product life cycle.

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

- (1) List some channels that can be used in tourism marketing.
- (2) Point out the important factors that you have to keep in mind at the time of preparing marketing plans for conservation.
- (3) Explain Product Concept and Social Marketing Concept in the context of accommodation marketing?
- (4) What is Distribution Channel? What aspects would you consider while selecting your Distribution Channel?