



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

MTM FIRST SEMESTER ASSIGNMENT

Programme Code: MTM 12

Session: 2015-16

Last Date of Submission: 15 January 2016

Course Title: Introduction to Marketing

Code: MTM 103

Year 2015-16

Maximum Marks: 20

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

Briefly discuss the following:

1. Define Marketing. Also explain its features.
2. Differentiate between product marketing and service marketing.
3. What are the differences between marketing and selling?
4. What are the reasons for branding?
5. What are the objectives of pricing?
6. What do you mean by product positioning?
7. Define Segmentation. Also discuss its role in marketing.
8. What do you mean by tourism marketing mix?

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

1. Discuss the factors affecting the buyer behavior with suitable examples.
2. Explain the marketing strategies used in the different stages of destination life cycle.
3. Why does a tourism entrepreneur need to understand 'Tourist Satisfaction'?
4. Briefly mention the unique features of the tourist demand and the tourism product.