



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: 2013-14 (Summer)

Last Date of Submission: 15 June 2014

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. Discuss the type of Market Research?
3. List the various factors that affects the Tourist Destination?
4. Define Communication. Discuss the types of Communication.
5. Explain the meaning of 'Sales Promotion'.
6. Explain the meaning of 'public relations'. Describe the process of Public relations.
7. Explain the various competing theories of entrepreneurship.
8. Discuss briefly various theories of motivation.

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

1. Define Marketing. Discuss the objectives and importance of Marketing?
2. Define Distribution Channel. Discuss the types of Distribution Channel?
3. Define entrepreneurship? Discuss in detail entrepreneurial attributes of successful entrepreneurs.
4. What are the different sources of idea generation? Explain in detail the primary and secondary sources.