



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

MTM SECOND SEMESTER ASSIGNMENT

Programme Name: Master of Tourism Management

Programme Code: MTM12

Course Name: Tourism Marketing Management and Entrepreneurial Development

Course Code: MTM404

Session: 2015-16 (Summer)

Last Date of Submission: 31 MAY 2016

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. Differentiate between goods and services.
2. What are the benefits of tourist destination?
3. What do you mean by New Product Development?
4. What are the different sources of idea generation?
5. What are the barriers in effective communication?
6. Explain the meaning of sales promotion.
7. Explain the main roles played by entrepreneurs.
8. What is entrepreneurial motivation?

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

1. Define Marketing. Also discuss the objectives and importance of marketing.
2. What do you mean by market segmentation? Also discuss the bases of market segmentation.
3. Define entrepreneurship? Also discuss in detail entrepreneurial attributes of successful entrepreneurs.
4. What are District Industries Centres (DICs)? Also explain the functions of the DICs.