



- iii) Who among the following is not a part of the distribution channel ?
- a) Wholesaler
 - b) Shipper
 - c) Retailer
 - d) Packaging firm.
- iv) A company's total marketing communication program is called its
- a) Advertising campaign
 - b) Personal selling program
 - c) Sales promotion plan
 - d) Promotional mix.
- v) To attract tourists, destinations must respond to the travel basics of
- a) cost
 - b) convenience
 - c) timeliness
 - d) all of these.
- vi) All the following would be considered direct marketing channels *except*
- a) Telephone marketing
 - b) Personal contact in a retail store
 - c) Direct mail
 - d) Public relations.



- vii) What is the basic objective of market segmentation ?
- a) We want to identify target market niches
 - b) We want to define clearly such market niches which have similar characteristics and features
 - c) We want to divide the market into a few geographical sections so that logistics operations could be facilitated
 - d) All of these.
- viii) The societal marketing perspective is different from the marketing perspective in the sense that
- a) the former concentrates on the product while the latter concentrates on the market
 - b) the former also addresses the needs of the society while the latter addresses the needs of the market
 - c) the former is slightly amorphous due to its broad approach while the latter is specific due to its focus on the targeted markets
 - d) none of these.



ix) How is brand name different from a brand mark ?

- a) The brand name has legal protection but a brand mark does not
 - b) The brand name can be uttered but a brand mark cannot be
 - c) A brand name is visible but a brand mark is not
 - d) A brand name is recognized by the targeted customer but a brand mark is not.
- x) A product is anything that can be offered to a market for
- a) attention, acquisition, use or consumption
 - b) Internal marketing
 - c) External marketing
 - d) Corporate marketing.



xi) Any paid form of presentation and promotion of ideas, goods and services by an identified sponsor.

- a) non-personal
- b) personal
- c) emotional
- d) rational.

xii) Marketing as a concept is

- a) Product Oriented
- b) Consumer Oriented
- c) Only Distribution Oriented
- d) None of these.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Explain in brief the different concepts of marketing. Give a detail note of modern concepts of marketing.
3. What do you understand by consumer behaviour ? Discuss the evaluation process of consumer buying behaviour.



4. Discuss Tourism Marketing with examples.
5. What does branding a tourism destination really mean ? Give examples.
6. What role should marketing research play in helping a firm to implement the marketing concept ?
7. What is market segmentation ? What are the various criteria for segmenting markets in the parlance of tourism administration ?

GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

8. What do you mean by marketing environment ? What are the micro- and macro-environmental factors of an organization influencing the marketing activities ? Explain in detail.
9. Define marketing mix. What are the elements of marketing mix ? Discuss.
10. What is Product Life Cycle (PLC) ? What strategy would a firm adopt during the maturity stage of the PLC ? $10 + 5$



11. Explain the concept of branding, packaging, labelling and brand image. Give concrete examples in the context of each one of these concept. 6 + 9
12. What is consumer buying process ? State the importance of consumer behaviour. Explain briefly the determinants of consumer behaviour. 3 + 7 + 5
13. What is the effect of price reduction of air tickets ? If this policy is continued for a long time period, what would be its impact on the minds of the prospective clients of air services ? 8 + 7
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