

02272

**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

December, 2015

**MTM-09 : UNDERSTANDING TOURISM
MARKETS**

Time : 3 hours

Maximum Marks : 100

*Note : Attempt any five questions in about 600 words each.
All questions carry equal marks.*

1. "In terms of attractions India, as a destination, is a strong tourism product. Yet, infrastructure wise there are certain weaknesses which make it less attractive". Analyse the statement. 20
2. Describe how collecting and possessing information is vital for a successful career in tourism. 20
3. Write an essay on alternative forms of tourism. 20
4. Write short notes on the following : 10+10=20
 - (a) Purpose of Market Research
 - (b) Survey Methodologies

5. With suitable examples differentiate between destination related and non - destination related motivators. 20
 6. Write short notes on the following : 10+10=20
 - (a) Segmentation Theories
 - (b) Segmentation Factors
 7. Discuss the characteristics of out - bound tourists from India. 20
 8. Present an overview of growing NRI tourism market. 20
 9. Discuss the characteristics and tourism trends of the European Markets. 20
 10. Explain with examples the market constraints in developing Indian Tourism Industry. 20
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