

Central University of Jammu

Name of Programme of Study....., Roll No:

End-Semester Examination of MBA (TTM) – 2nd Semester

Course Title: ~~Marketing~~ TOURISM MARKETING

Course Code: PGTTM2C001T

Time- 03 hrs

Total Marks: 100

Section-A

All questions are compulsory in this section. Each question carries 1.5 marks.

(1.5X10= 15)

1. _____ includes all the actual and potential rival offerings and substitutes that a buyer might consider.
 - a. Competition
 - b. The product offering
 - c. A value proposition
 - d. The supply chain
2. During market segmentation analysis, the marketer identifies which segments present the greatest opportunity. These segments are called _____.
 - a. Target markets
 - b. Primary markets
 - c. Tertiary markets
 - d. Demographic markets
3. All of the following would be ways to segment within the category of psychographic segmentation EXCEPT –
 - a. Social class
 - b. Occupation
 - c. Lifestyle
 - d. Personality
4. _____ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.
 - a. Market-skimming
 - b. Value-based
 - c. Market-penetration
 - d. Leader
5. Holistic marketers achieve profitable growth by expanding customer share, _____, and capturing customer lifetime value.
 - a. Undermining competitive competencies
 - b. Building customer loyalty
 - c. Milking the market for product desires
 - d. Renewing a customer base
6. In marketing theory, every contribution from the supply chain adds _____ to the product.
 - a. Value
 - b. Costs
 - c. Convenience
 - d. Ingredients
7. One of the key tasks of marketers is _____ and to create consumer perceptions that the product is worth purchasing.
 - a. To make products easily visible and available
 - b. To promote sales of products
 - c. To differentiate their products from those of competitors
 - d. To do marketing surveys
8. The buying process starts when the buyer recognizes a _____.
 - a. Product
 - b. An advertisement for the product
 - c. A salesperson from a previous visit
 - d. Problem or need

supply of 10 kgs every day. Majority of Salmon fish industry in India is run by small entrepreneurs like Swamy. Meanwhile another big player M/s Arjun Fisheries, equipped with cold storage facility is the market leader. Swamy has set his sights high. He aims to sell salmon fish in a very big way all over India. Salmon fishes have a great market potential and is a perishable food.

Questions A. Advice Mr. Swamy as how to increase the consumer awareness about this new food?

Question B. Suggest best distribution channel for salmon fish?

Question C. What challenges does Mr. Swamy face from M/s Arjun Fisheries? Suggest ways how can Mr. Swamy overcome these challenges.