

COURSE / ASSIGNMENT DETAILS

BTMC-136: BTMC-136

Course Code	BTMC-136
Course Title / Subject	BTMC-136
Programme	Undergraduate Honours / CBCS
Medium	English Medium
Marks	100
Assignment Type	Tutor Marked Assignment (TMA)

This reference solution is prepared in clear, professional academic language for direct handwritten assignment practice.

Official IGNOU Assignment / Syllabus Question Paper

The question paper below is rendered from the official IGNOU assignment syllabus PDF.

BTMC-136 TOURISM MARKETING

Tutor Marked Assignments

Course Code: BTMC-136

Total Marks: 100

(2026)

Section A

Answer the following questions in about 500 words each.

1. What do you understand by Marketing Philosophies? How does it influence a firm's marketing plan? **20**
2. Define Marketing Research. Explain the steps of Research Design in brief. **20**

Section B

Answer the following questions in about 250 words each.

3. Explain the characteristics of Tourism Product. **10**
4. Define Market Segmentation. Explain any one variables of market segmentation in detail. **10**
5. Define Branding. Discuss the characteristics of branding with examples from Tourism. **10**

Section C

Answer the following questions in about 100 words each.

6. What are the criteria of classifying the services? **6**
7. Define Positioning. Explain the methods of positioning with example. **6**
8. Explain the concept of Product Differentiation with examples. **6**
9. What are the commonly used approaches for destination planning? **6**
10. Write short notes on **any of the two** following: **(2 X3 =6)**
 - a) Product Life Cycle (PLC) in Tourism
 - b) Tourism Supply Chain Management (TSCM)
 - c) Destination Marketing Organisations (DMOs)

Solved Answers

Answer 1: On top of the first page of your answer sheet, please write the details exactly in the following format: Roll No. NAME: ADDRESS:..... COURSE TITLE: ASSIGNMENT NO.: STUDY CENTRE:..... Date: PLEASE FOLLOW THE ABOVE FORMAT STRICTLY TO FACILITATE EVALUATION AND TO AVOID DELAY. (ignoucollage.in)

About 500 words

The study and understanding of **on top of the first page of your answer sheet, please write** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

A systematic investigation into **on top of the first page of your answer sheet, please write** reveals several vital characteristics and operational methods. First, it functions according to structured rules and standardized criteria that ensure consistency across varying scenarios. Second, it highlights the interdependence between foundational concepts and real-world execution, ensuring that theoretical frameworks directly support practical diagnosis and assessment. Third, careful classification of its components enables researchers to organize information logically, identify key variables, and apply systematic problem-solving steps.

Furthermore, evaluating the procedural and developmental progression of **on top of the first page of your answer sheet, please write** provides deeper insight into its overall significance. When applied to specific cases or experimental situations, researchers observe a distinct sequence of causes and effects. Whether analyzing social structures, historical shifts, economic behavior, literary expression, or scientific phenomena, maintaining methodological precision at every phase is critical. Rigorous analysis prevents misinterpretation and ensures that comparative evaluations yield valid, repeatable conclusions.

In applied contexts and practical scenarios—particularly within the institutional, socioeconomic, and environmental context of India—the relevance of **on top of the first page of your answer sheet, please write** becomes readily apparent. Public administration, educational institutions, corporate governance, and scientific research laboratories rely heavily on these foundational principles to address complex practical challenges. For example, implementing systematic standards and evidence-based methodologies allows organizations and decision-makers to optimize resources, enhance productivity, and achieve sustainable developmental goals.

In summary, a thorough mastery of **on top of the first page of your answer sheet, please write** is essential for achieving complete conceptual clarity in this field. By synthesizing core theoretical frameworks with rigorous analytical classifications and real-world applications, learners develop a robust capacity for independent critical evaluation. This comprehensive approach provides the necessary groundwork for both high-level academic achievement and advanced professional practice.

Answer 2: Use only foolscap size writing paper (but not of very thin variety) for writing your answers. (ignoucollage.in)

About 500 words

The study and understanding of **use only foolscap size writing paper (but not of very thin variety)** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 3: Leave 4 cm margin on the left, top and bottom of your answer sheet. (ignoucollage.in)

About 500 words

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Answer 4: Your answers should be precise. (ignoucollage.in)

About 500 words

The study and understanding of **your answers should be precise** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 5: Solve Part A, Part B and Part C of this assignment, and submit the complete assignment answer sheets within the due date. (ignoucollage.in)

About 500 words

The study and understanding of **solve part a, part b and part c of this assignment, and** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 6: The assignment answer sheets are to be submitted to your Study Centre within the due date. Answer sheets received after the due date shall not be accepted. We strongly suggest that you retain a copy of your answer sheets. (ignoucollage.in)

About 500 words

The study and understanding of **the assignment answer sheets are to be submitted to your study centre** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 7: You must obtain a receipt from the Study Centre for the assignments submitted and retain it. Keep a photocopy of the assignments with you. The study Centre will return the assignments to you after they are evaluated. Please insist on this. The Study Centre has to send the marks to the Student Evaluation Division at IGNOU, New Delhi. (ignoucollage.in)

About 500 words

The study and understanding of **you must obtain a receipt from the study centre for the assignments** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves

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Answer 8: What do you understand by Marketing Philosophies? How does it influence a firm's marketing plan? 20 (ignoucollage.in)

About 500 words

The study and understanding of **what do you understand by marketing philosophies? how does it influence a** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 9: Define Marketing Research. Explain the steps of Research Design in brief. 20 Section B Answer the following questions in about 250 words each. (ignoucollage.in)

About 500 words

The study and understanding of **marketing research. explain the steps of research design in brief. 20 section** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 10: Explain the characteristics of Tourism Product. 10 (ignoucollage.in)

About 500 words

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A systematic investigation into **characteristics of tourism product. 10** reveals several vital characteristics and operational methods. First, it functions according to structured rules and standardized criteria that ensure consistency across varying scenarios. Second, it highlights the interdependence between foundational concepts and real-world execution, ensuring that theoretical frameworks directly support practical diagnosis and assessment. Third, careful classification of its components enables researchers to organize information logically, identify key variables, and apply systematic problem-solving steps.

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