

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(ATHM) (Sem.-5)

DESTINATION MARKETING & MANAGEMENT

Subject Code : BTA-27

M.Code : 71803

Date of Examination : 14-12-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION-A

1. Explain briefly the following terms :
- a) Which Indian state has a tourism tagline “*Gods Own Country*”?
 - b) What do you understand by Destination Marketing?
 - c) Name two major wildlife sanctuaries, along with what makes them famous?
 - d) What are the destinations referred to as Golden Triangle of India?
 - e) What do you understand by the term Publicity in Promotion?
 - f) What is Incentive travel?
 - g) What forms of activities are involved in Rural tourism?
 - h) Radhanagar beach a famous tourist attraction is located at which Indian tourist destination.
 - i) Ajanta and Ellora caves are famous for what?
 - j) Golf tourism can be experienced in India at which destination.

SECTION-B

2. *“India is home to great natural resources that interests tourists travelling across the country”*. Justify the statement.
3. Write a note on some of the major Buddhist pilgrimage sites located in India.
4. *“India has been experiencing a rise in health tourism”*. Explain in detail with the help of suitable examples.
5. What are the various factors that play a crucial role in designing a Marketing plan for a destination?
6. Write short notes on the role of Distribution Channel in respect to destination marketing.

SECTION-C

7. Indian culture is the true amalgamation of different religions, festivals, fairs mixed together as one. Write a detailed note on Cultural tourism scenario of India along with the destinations it can be explored at.
8. What do you understand by the concept of Destination Marketing and Marketing? Explain with the help of a case study of a destination.
9. The decision upon the promotional techniques to be used, for destination marketing is very crucial. What are the different form of promotional techniques used in destination marketing and the factors considered for the same? Explain with suitable examples.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.