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Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.-5)
TOURISM MARKETING
Subject Code : BTTM-502-18
M.Code : 78209
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. Write briefly :

- a) Discuss the features of tourism marketing.
- b) What is market positioning?
- c) What is market segmentation?
- d) What is Product lifecycle?
- e) What is team building?
- f) What is consumer behavior?
- g) What is branding?
- h) What are Public Relations?
- i) What is marketing environment?
- j) What is Marketing Mix?

SECTION-B

2. Discuss how advertising is used as promotional tool.
3. Pen down the functions marketing.
4. Pen down the various factors influencing the consumer buying behavior.
5. Discuss various trends in tourism marketing.
6. What are the various marketing skills for tourism?

SECTION-C

7. Discuss the 7 P's of marketing with suitable examples.
8. What is market segmentation? Discuss the different levels and bases of market segmentation.
9. Discuss the various strategies and approaches of price.

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.