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Total No. of Pages : 02

Total No. of Questions : 18

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

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION 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 has to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students has to attempt any TWO questions.

SECTION-A

Answer briefly :

- 1) Define marketing.
- 2) What is a tourism product?
- 3) What do you understand by demand forecasting?
- 4) What do you mean by rejuvenation?
- 5) Explain the concept of 'physical evidence' in tourism marketing.
- 6) How do the marketing of resort is different than marketing of hotels?
- 7) What is product positioning?
- 8) Why team building is important as marketing skill?
- 9) Can we treat destinations as a product? If yes, why?
- 10) Enlist few skills required for being a good marketing professional.

SECTION-B

- 11) What are the unique features of tourism marketing? Explain.
- 12) What do you understand by the term marketing segmentation? Explain.
- 13) Explain the concept of pricing in detail.
- 14) How does a mid size travel agency can market itself?
- 15) Enlist few innovative products in tourism.

SECTION-C

- 16) Elaborate the concept of the marketing mix by using suitable examples from Indian tourism industry.
- 17) Explain the concept of product designing by taking example of any tourist destination in India.
- 18) What are various contemporary trends in International Tourism?

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.