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CB – 497

IV Semester B.A./B.Com. (Voc.) Examination, August/September 2023

(CBCS) (Repeaters)

(2015 – 16 and Onwards)

TRAVEL AND TOURISM MANAGEMENT

Paper – 4 : Tourism Marketing

Time : 3 Hours

Max. Marks : 70

**Instruction** : Answer only in **English**.

SECTION – A

1. Answer **any five** of the following :

(5×2=10)

- Define package tour.
- Define tourism product.
- What is word of mouth ?
- What is business tourism ?
- What is desk research ?
- Write a note on sales forecasting in tourism.
- Define tourism pricing.



SECTION – B

Answer **any three** of the following :

(3×6=18)

- Explain the characteristics of services.
- Elucidate culture as a tourism product.
- Explain the essentials of good ad-copy.
- Discuss the various aspects of new product development process.
- Define E-business. Explain the various E-business models.

P.T.O.



SECTION - C

Answer **any three** of the following :

(3×14=42)

7. Explain the steps involved in tourism marketing research.
  8. Bring out the IT applications in travel agency operations.
  9. Explain the qualities of guides in the promotion of tourism.
  10. Explain the various bases of tourism market segmentation.
  11. Write a note on Karnataka tourism industry.
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