

**GS-676**

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IV Semester B.A./B.Com. (Voc.) Examination, May/June - 2019

TOURISM AND TRAVEL MANAGEMENT**Paper - 4 : Tourism Marketing****(CBCS/Fresh+Repeaters)****(70 marks 2015-2016 and onwards/100 marks 2014-2015 only)**

Time : 3 Hours

Max. Marks : 70/100

Instructions to Candidates :

- (i) Answer A, B, and C for 70 marks CBCS scheme.
- (ii) Answer A, B, C and D for 100 marks old scheme.

SECTION - A1. Answer **any five** of the following :**5x2=10**

- (a) Define Consumer behaviour.
- (b) Define Tourism Product.
- (c) Define Publicity.
- (d) Mention the elements of promotion mix.
- (e) What is Reference group ?
- (f) Define Tourism Marketing.
- (g) Define FAM Tour.

SECTION - BAnswer **any three** of the following :**3x6=18**

- 2. Write a note on role of audio-visuals in promotion tourism.
- 3. Explain the characteristics of services.
- 4. Explain STP.
- 5. What is Demand Forecasting ?
- 6. What is Market Research ?
- 7. Examine the various methods of Tourism Promotion.

P.T.O.

**SECTION - C**

Answer **any three** of the following :

3x14=42

8. Write a note on Indian Tourism Industry.
9. Explain the steps involved in tourism Marketing research.
10. "One state many worlds" - A Campaign of Karnataka Tourism - Comment.
11. Write a note on MIS and its functions.
12. What are the factors influencing buying behaviour of Consumers ?

SECTION - D

13. Give a note on **any three** of the following :

3x10=30

- (i) Tourism Marketing
- (ii) Customer relationship management
- (iii) Marketing of Hotels
- (iv) MIS

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