



SM – 657

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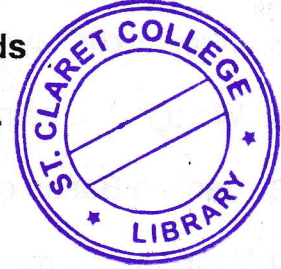
IV Semester B.Com. (Voc.) Examination, May/June 2018
(CBCS/ F+R)

CBCS – F+R – 70 Marks – 2015 –16 & Onwards

Repeaters – 100 Marks – 2014 – 15 only

TOURISM AND TRAVEL MANAGEMENT

Paper – 4 : Tourism Marketing



Time : 3 Hours

Max. Marks : 70/100

- Instructions :** 1) Answer **A, B and C** for 70 marks **CBCS** Scheme.
2) Answer **A, B, C and D** for 100 marks **Old Scheme**.

SECTION – A

1. Answer **any five** of the following. (5×2= 10)
- Mention any two benefits of Market Segmentation.
 - What is educational tourism ?
 - What is travelogue ?
 - What is market segmentation ?
 - Define publicity.
 - What is social marketing concept ?
 - Define Tourism Marketing.

SECTION – B

- Answer **any three** of the following. (3×6= 18)
- Distinguish between Marketing and Selling.
 - Explain Tourism product life cycle.
 - Explain in brief the tourism marketing mix.
 - Explain the characteristics features of Tourism product.
 - Examine the various methods of Tourism publicity.

P.T.O.



SECTION – C

Answer **any three** of the following.

(3×14= 42)

7. Write an essay on airline marketing.
8. What is Tourism product mix ? Explain product mix of package tour.
9. Explain Bases of Tourism Marketing segmentation.
10. “One State many Worlds” – Critically comment on tourism promotion campaign.
11. Explain the various types of distribution channels in tourism industry.

SECTION – D

12. Give a note on **any three** of the following.

(3×10= 30)

- 1) Domestic tourism.
 - 2) Consumer behaviour.
 - 3) Marketing Research.
 - 4) Customer relationship management.
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