



SE – 368

28  
IV Semester B.A./B.Com. (Vocational) Examination, September 2020  
(2015 – 16 & Onwards)  
(CBCS – Fresh + Repeater)  
**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

Answer **any five** of the following :

(5×2=10)

1. a) What is services marketing ?
- b) How is forecasting of tourism demand carried out by a travel agency ?
- c) Distinguish between tourists and travellers.
- d) Why is marketing research important for the tourism industry ?
- e) Mention the five components of MIS.
- f) What is alternative tourism ?
- g) Define discrimination pricing.

SECTION – B

Answer **any three** of the following :

(3×6=18)

2. Write a note on the methods of demand forecasting of a tourism product.
3. What are the strategies adopted by a travel agency to promote its operations ? Illustrate with suitable examples.
4. Explain the various types of data with examples.
5. Describe the procedure for target market selection in tourism.
6. Briefly explain the determinants of customer satisfaction in the hotel industry.
7. Sketch an itinerary plan for a 2-day visit to Goa and its adjacent places.

P.T.O.



SECTION – C

Answer **any three** of the following :

(3×14=42)

8. Discuss the types of marketing relating to tourism with appropriate examples.
9. What is STP ? How is it determined in case of a transport company ?
10. Explain the marketing information system with a suitable example.
11. Prepare a questionnaire to explore the services to be provided by an airlines company to its customers.
12. Design a brochure for a resort that is coming up in the outskirts of Bengaluru city.

SECTION – D

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

(3×10=30)

- i) Evolution of tourism in India.
  - ii) Marketing of a hospital.
  - iii) Consumer behaviour in tourism.
  - iv) New product development in health tourism.
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