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**B.A. INTERNATIONAL HOSPITALITY  
ADMINISTRATION**

**Term-End Examination**

**November, 2013**

**BHY-011 (S) : UNDERSTANDING TOURISTS :  
PROFILE AND MARKETS**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt any five questions. All questions carry equal marks.*

1. What do you understand by market segmentation ? 20  
Discuss the importance of market segmentation in tourism marketing.
2. What do you understand by barriers to tourism ? 20  
Explain the various types of barriers to tourism with relevant examples from travel trade.
3. Give a brief overview of the present status of the 20  
outbound tourism market of India with special reference to economic slowdown and the falling Rupee.
4. Discuss the factors that affect consumer purchase 20  
decisions. Give suitable examples.

5. What are the sources of information in tourism ? 20  
Explain the information flow in tourism.
6. What do you understand by forecasting ? Discuss 20  
the role of forecasting in tourism.
7. Write a note on the role of gender in tourism 20  
marketing.
8. Discuss the role of motivation in tourism. Explain 20  
the key motivating factors for tourism.
9. Explain the market segmentation approaches in 20  
tourism.
10. Write short notes on **any two** of the following :  
(a) Tourism organisations 10x2=20  
(b) Intermediaries  
(c) SIT
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