

TS-06

BA in Tourism Studies (Online) BTSOL

Tourism Marketing

Duration: 3 hours

Maximum marks: 100

Section-A: Short Answer. Attempt any five question(5x4=20)

1. Explain the terms- Domestic tourist, Inbound tourist and Outbound tourist.
2. State the major purposes of conducting market research.
3. Why is forecasting important in Tourism.
4. Identify the areas where NGOs typically gets involved in tourism development.
5. What are the possible reasons why employees may resist the introduction of new technology?
6. Explain briefly the concept of Socially Responsible Marketing in tourism.
7. Explain Sales promotion in the context of tourism industry.

Section-B: Medium Answer, Attempt any five question(5x10=50)

8. What role can the local bodies play in tourism marketing?
9. Outline three important types of carrying capacities.

10. List any three important challenges that the Star category hotels may face in marketing.
11. Discuss the various variables based on which tourism market can be segmented.
12. Explain various aspects which need to be considered while preparing a questionnaire.
13. Explain the various pricing objectives followed by the tourism industry.
14. Discuss the role of climatic conditions and festivals in the promotion of India as a tourism destination.

Section-C: Long Answer, Attempt any two question(2x15=30)

15. Describe the levels of distribution channel and the factors which need to be considered while choosing a distribution channel. .
16. What do you mean by target market? Explain the significance of target markets for a tourist transport operator.
17. What is the significance of 'Brochures' in Tour operations? Explain the basic principles of brochure design.