

03654

**TOURISM STUDIES (BHM/BA-IHA)**

**Term-End Examination**

**April, 2011**

**TS-6 (S) : TOURISM MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Answer **any five** questions in about **600** words each.*

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1. Define Marketing. How did it evolve as a concept ? 20
2. Explain the link between demand and supply in Tourism and also differentiate Tourism marketing and selling. 20
3. Design a market research proposal for a travel agency or a five star hotel. 20
4. Explain the concepts that are crucial in responsible marketing. Also describe the agencies involved in responsible tourism. 20

5. What is advertising ? How is it different from public relations ? Explain its contribution in tourism promotion. 20
6. Explain the food flavours of India. Develop marketing strategy for the same. 20
7. Analyse the importance of alternative accommodation in tourism. 20
8. Discuss the categorization of tourist transport, explain the significance of target market in tourist transport business. 20
9. Write about 300 words each on *any two* of the following. 10x2=20
- (a) Tourist generating markets for India.
  - (b) Pricing Strategies.
  - (c) Marketing events and activities.
10. Write note on the following. 10x2=20
- (a) Break even point
  - (b) Electricity on demand
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