

**INTERNATIONAL HOSPITALITY
ADMINISTRATION (BAIHA, BSCHIHA)**

Term-End Examination

December, 2016

**BHY-011 : UNDERSTANDING TOURISTS :
PROFILE AND MARKETS**

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. What is the need of information in tourism ? 20
What are the sources of generating information
in tourism industry ?
2. Define market segmentation. What are the criteria 20
for effective market segmentation for tourism
products ?
3. How will you segment market for a SIT product ? 20
Explain with the help of relevant examples.
4. Discuss the role of targeting and positioning of 20
products as an effective tool for marketing.
5. Write short notes on any two of the following :
(a) Security concerns in Tourism. 2x10=20
(b) NRI/PIO Tourist flow.
(c) Tourist Typology.

6. What is meant by Barriers to Tourism ? What are the various types of Barriers in tourism ? 20
 7. What is the importance of motivation in tourism ? Mention some of the key motivating factors for tourism activities. 20
 8. Write a detailed note on cultural shock and cultural sensitivities in context to tourism activities. 20
 9. Discuss the factors that affect Consumer Purchase Decisions. Substantiate your answer with relevant examples from tourism industry. 20
 10. Write short notes on **any two** of the following :
 - (a) Profiling the Outbound Tourists 2x10=20
 - (b) Profiling the tourists from UK
 - (c) Forecasting in tourism
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