

69200

TOURISM STUDIES (BHM/BA-IHA)

Term-End Examination

October, 2010

TS-6 (S) : TOURISM MARKETING

Time : 3 hours

Maximum Marks : 100

Note : (i) *Answer any five questions.*

(ii) *All questions carry equal marks, unless otherwise specified.*

1. Define "Marketing Plan". Discuss the main purposes of having a Marketing Plan and also the various issues to be addressed while formulating one. 20
2. You are contemplating on opening a high-end Restaurant in a metro city. Design a Market Research Plan for it. 20
3. What do you understand by the term "forecasting" ? Discuss the relevance and the popular methods of forecasting used in the Tourism Industry. 20

4. Explain with examples the various practices being followed in the Tourism and Hospitality Entreprises. 20
5. Discuss the various types of 'Distribution Channels'. What are the important factors to be considered while selecting a distribution channel ? 20
6. Write short notes on the following in about 120 words each. 5x4=20
- (a) Major Tourism Markets for India.
 - (b) Role of Local Bodies in Tourism Development.
 - (c) Familiarization tour.
 - (d) Environmental Friendly Marketing Strategy.
7. Discuss the importance of Trade fairs and Festivals as means to overcome seasonality of tourism at destinations. Mention key elements of "festivals" which would make it favourable for marketing as a tourism product. 20
8. What are the various issues involved in marketing a destination ? Elaborate your answer taking India as an example. 20

9. Describe different macro and micro environment which influences the formulation of a Marketing strategy for Accommodation units. Why is it important to identify them ? 20
10. Discuss the various distribution and promotional methods being used by Airlines Companies to reach their target markets. 20
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