

TOURISM STUDIES (BHM/MHA)

Term-End Examination

April, 2010

TS-6 (S) : TOURISM MARKETING

Time : 3 hours

Maximum Marks : 100

00428

*Note : (i) Answer any five questions.
(ii) All questions carry equal marks, unless otherwise specified.*

1. Differentiate between Selling and Marketing. 20
Elaborate the main features of Tourism Marketing.
2. Why do we need to segment Tourism Markets ? 20
Discuss the major variables used for segmenting market for tourism products and services.
3. What all do a tourist consider about a destination 20
before choosing it ? Explain the various methods of forecasting tourist inflow to a destination.
4. What are the different ways in which Technology 20
aids the present day Hotel Industry ? Give relevant examples to support your answer.

5. As the Marketing Manager of a Five Star hotel, how would you prepare the budget for its promotion ? What are the different promotional tools which you would choose and why ? 20
6. What do you understand by Socially Responsible Marketing ? Explain the key concepts prerequisites to Responsible Marketing in Tourism. 20
7. Discuss the impact of "Costs" and "Demand" while developing pricing strategies for a tourism product. 20
8. Answer the following in about 120 words each : 4x5=20
 - (a) Role of NGO's in Tourism development.
 - (b) Intermediaries in the Travel and Tourism trade.
 - (c) Outlets for Local Cuisine.
 - (d) Significance of Brochure.
9. Differentiate between Alternative and Supplementary types of Accommodations. What are the various considerations one should keep in mind while establishing and marketing Alternative type of Accommodation ? 20
10. Explain the various features of Airlines Marketing. What are the benefits of having an appropriate Marketing Plan for Airlines Business ? 20