



GS-676

IV Semester B.A./B.Com. (Voc.) Examination, May/June - 2019

TOURISM AND TRAVEL MANAGEMENT

Paper - 4 : Tourism Marketing

(CBCS/Fresh+Repeaters)

(70 marks 2015-2016 and onwards/100 marks 2014-2015 only)

Time : 3 Hours

Max. Marks : 70/100

Instructions to Candidates :

- (i) Answer A, B, and C for 70 marks CBCS scheme.
(ii) Answer A, B, C and D for 100 marks old scheme.

SECTION - A

1. Answer **any five** of the following :

5x2=10

- (a) Define Consumer behaviour.
(b) Define Tourism Product.
(c) Define Publicity.
(d) Mention the elements of promotion mix.
(e) What is Reference group ?
(f) Define Tourism Marketing.
(g) Define FAM Tour.

SECTION - B

Answer **any three** of the following :

3x6=18

2. Write a note on role of audio-visuals in promotion tourism.
3. Explain the characteristics of services.
4. Explain STP.
5. What is Demand Forecasting ?
6. What is Market Research ?
7. Examine the various methods of Tourism Promotion.

P.T.O.



SECTION - C

Answer **any three** of the following :

3x14=42

8. Write a note on Indian Tourism Industry.
9. Explain the steps involved in tourism Marketing research.
10. "One state many worlds" - A Campaign of Karnataka Tourism - Comment.
11. Write a note on MIS and its functions.
12. What are the factors influencing buying behaviour of Consumers ?

SECTION - D

13. Give a note on **any three** of the following :

3x10=30

- (i) Tourism Marketing
- (ii) Customer relationship management
- (iii) Marketing of Hotels
- (iv) MIS

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