

2072

Advanced Diploma Course (Add-on)

Tourism and Travel

Paper – II (CTT-106): Tourism and Marketing

Time allowed: 3 Hours

Max. Marks: 75

**NOTE:** Attempt five questions in all, including Question No. I which is compulsory.

x-x-x

I. Attempt any five of the following:-

- a) What is niche marketing?
- b) What is marketing mix?
- c) What is market segmentation?
- d) What is social marketing?
- e) What are familiarisation tours?
- f) What is skimming pricing?
- g) What is tourism market?
- h) What is distribution channel?

(5x3)

II. Explain the procedure for developing marketing strategy for any tourism firm. (15)

III. Discuss the role of technology in tourism marketing. (15)

IV. Explain various pricing strategies in tourism industry with suitable examples. (15)

V. Write down a case study on any tourism fair of India. (15)

VI. Critically analyse various issues of travel agency marketing. (15)

VII. Write short notes on:

- a) Accommodation Marketing
- b) Product Designing
- c) Tourism Market research

(3x5)

VIII. Discuss various issues of marketing of tour packages? (15)

x-x-x