

2021

TOURISM AND TRAVEL MANAGEMENT — MAJOR

Paper : CC-11

Full Marks : 65

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Group – A

Answer *any four* questions.

1. Mention some of the major activities which can help in marketing of tourism products and services. 5
2. What are the five basic features of services? 5
3. What are the major variables for segmenting of tourism market? 5
4. What is the role of marketing research in promoting tourism? 5
5. How do you define a target market? What four factors are used to describe a target market? 2+3

Group – B

Answer *any three* questions.

6. What are the 7P's Marketing? How P's of Marketing can be applied in tourism industry? 7+8
 7. What are the five stages of tourism product life cycle? Explain with diagram. 8+7
 8. Discuss the role and importance of social media in tourism marketing. 15
 9. What is the role of advertisement in tourism? How media plays an important role in Tourism marketing? 7+8
10. Write short notes on :
- (a) Digital Marketing
 - (b) SWOT Analysis. 8+7
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