

2022

TOURISM AND TRAVEL MANAGEMENT — MAJOR

Paper : CC-11

(Tourism Marketing)

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

1. Answer **any four** questions :

5×4

- (a) Explain the concept of marketing.
- (b) Briefly discuss the different methods of Marketing Research.
- (c) Write a short note on 'Target Market'.
- (d) Briefly discuss the special characteristics of tourism as a 'product'.
- (e) State the major objectives of tourism marketing.
- (f) 'Advertisement is needed for tourism marketing also.' — Comment.

Group - B

2. Answer **any three** questions :

- (a) Differentiate between consumer product and service product. Discuss the features of service product. 7+8
- (b) Define Market Segmentation. Explain the different bases of Market Segmentation. 3+12
- (c) Write a detailed note on the role of Marketing Mix in tourism. 15
- (d) Discuss the uses of social media in tourism marketing. 15
- (e) What are the five stages of tourism product life cycle? Explain with the help of a suitable diagram. 15

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