

2020

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

Answer *any four* questions.

4×5

1. What do you mean by Tourism Marketing? Describe in details various objectives of Tourism Marketing.
2. Do you find marketing in tourism as the systematic and coordinated execution of business policy by the tourists undertakings? — Justify your arguments.
3. Discuss in detail the special characteristics of tourism products and services.
4. Write a brief note on the strategy of tourism marketing in the developing countries like ours.
5. What do you mean by Marketing Research? Focus on its different methods.

Group - B

Answer *any three* questions.

3×15

6. As a marketer you have been asked to undertake research in the Indian market. Focus on the different sources of information for this purpose. 15
 7. What do you mean by 'Tourism Market Segmentation'? Write your view on the justifications for segmenting the tourism market target audience. 5+10
 8. State and explain the different bases for market segmentation for tourism. 15
 9. Write a detail note on the orchestration of different mixes of marketing in the context of tourism industry. 15
 10. What is the importance of selecting a target market? What are the major steps of the target market selection process? 8+7
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