

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.-5)
TOURISM MARKETING
Subject Code : BTTM-502-18
M.Code : 78209
Date of Examination : 05-12-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write briefly :

- a) Define Marketing.
- b) What is market positioning?
- c) What is market segmentation?
- d) What is Product lifecycle?
- e) What is demand forecasting?
- f) What is market research?
- g) What is branding?
- h) What is self motivation?
- i) What is innovation?
- j) What is Marketing Mix?

SECTION-B

2. Discuss the various strategies of price.
3. Pen down various types of marketing environment.
4. Discuss the different levels and bases of market segmentation.
5. Discuss buyer decision process.
6. What are the various marketing skills for tourism?

SECTION-C

7. Discuss the various P's of service marketing with suitable examples.
8. Discuss the various trends in tourism marketing with suitable examples.
9. Discuss the various features of tourism marketing and tourism marketing mix.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.