

Roll No. _____

Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.-7)
TOURISM PROMOTION
Subject Code : BTTM-702-18
M.Code : 90299
Date of Examination : 15-12-22

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. What are five A's in tourism?
- b. What is sales promotion?
- c. Enlist various types of sales techniques.
- d. What is maturity stage in destination life cycle?
- e. Enlist various types of social media available for tourism promotion.
- f. Why PR is important?
- g. What is web 2.0 advertising?
- h. What is intangibility of tourism products?
- i. Pen down the components of marketing of tourism products.
- j. Write three qualities of sales force.

SECTION-B

2. Describe in brief about the various types of tourist attractions.
3. Write the characteristics of tourist attractions.
4. Comment on the role of media in tourism promotion.
5. Write a brief note on sales techniques used in tourism industry.
6. Pen down the examples of advertising appeals in tourism industry.

SECTION-C

7. Describe in detail the conceptual model of destination life cycle.
8. Highlight the various types of sales promotion techniques in tourism industry.
9. Write a description about the budgetary provisions and techniques advertising decisions.

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.