

Subject : Tourism Marketing & Tourism Business Operations

Day : Saturday
Date : 16/04/2016



Time : 11.00 AM TO 02.00 PM
Max Marks : 70 Total Pages : 1

N.B.:

- 1) **Q.No.1 is COMPULSORY.**
 - 2) Figures to the right indicate **FULL** marks.
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- Q.1** Attempt **ANY FOUR** of the following: [20]
- a) Draw an organization chart for a large sized travel agency.
 - b) Write a note on GDS.
 - c) Discuss the impact of GATT on tourism.
 - d) Explain the ethics in tour escorting.
 - e) State the role of Travel Magazine in the promotion of tourism.
- Q.2** Attempt **ANY TWO** of the following: [10]
- a) Discuss any one internal and any one external factor affecting pricing of travel packages.
 - b) Briefly describe any two marketing strategies to be adopted in the new digital age.
 - c) Explain the following characteristics of the services:
i) Heterogeneity ii) Perishability
- Q.3** Attempt **ANY TWO** of the following: [10]
- a) Discuss any two issues related to tourism laws.
 - b) State any five functions of travel agency.
 - c) Write a note on FIT and GIT
- Q.4** Attempt **ANY TWO** of the following: [10]
- a) Describe the various departments in a travel agency.
 - b) Briefly Discuss the following tour operations techniques
i) Sight Seeing ii) Group Identification
 - c) Discuss Centralised Reservation System.
- Q.5** Attempt **ANY TWO** of the following: [10]
- a) List and explain any two sales promotion tools used by travel agents.
 - b) Discuss the role of television and newspaper in the promotion of tourism.
 - c) Describe any five demographic bases for marketing segmentation in tourism industry.
- Q.6** Attempt **ANY TWO** of the following: [10]
- a) What is a Brand? State the importance of branding.
 - b) Describe the following core concepts of marketing:
i) Need, Want and Demand ii) Product
 - c) Describe any one loyalty programme used by the travel agencies.

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