

Subject : Tourism Marketing & Tourism Business Operations

Day : Saturday
Date : 15/10/2016

S.D.E.



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) Discuss the following characteristics of services:
i) Perishability ii) Variability
 - b) State the need and importance of travel insurance in travel planning.
 - c) What is GIT?
 - d) Discuss the importance of branding in tourism.
 - e) Describe the role of information technology in tourism.
- Q.2** Attempt **ANY TWO** of the following: [10]
- a) State the difference between Travel Agent and Tour Operator.
 - b) Describe briefly any one of the following tour operation techniques:
i) Hotel Accommodation ii) Activities on the bus
 - c) Discuss the issues related to tourism laws and legislation.
- Q.3** Attempt **ANY TWO** of the following: [10]
- a) Discuss the following core concepts in marketing:
i) Product ii) Markets
 - b) List the external factors influencing pricing decision and briefly describe any two of them.
 - c) State the role of the following in promotion of tourism:
i) Travel Writer ii) Documentaries
- Q.4** Attempt **ANY TWO** of the following: [10]
- a) Write a note on Tour Escorting Ethics.
 - b) Describe the various departments in a travel agency.
 - c) List any five sources of data for marketing research in tourism industry.
- Q.5** Attempt **ANY TWO** of the following: [10]
- a) List any five functions of travel agency.
 - b) Discuss Centralised Reservation System.
 - c) Describe the following tour operation techniques:
i) Departure ii) Sight seeing
- Q.6** Attempt **ANY TWO** of the following: [10]
- a) Write a note on GATT.
 - b) Explain the behavioral bases of market segmentation.
 - c) List and describe the types of visas.

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