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School of Hospitality
MBA Tourism and Travel
Mid Term Examination - May 2024

Duration : 90 Minutes
Max Marks : 50

Sem II - I1PE203T - Tourism Marketing

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Give an overview of market targeting. K2 (2)
- 2) What is demographic segmentation. K1 (3)
- 3) Elucidate the features of product. K2 (4)
- 4) What is omnibus survey? Discuss with suitable example. K2 (6)
- 5) Differentiate factor and cluster analysis with examples. K3 (6)
- 6) Why and how should Tourism enterprises analyse their competitors ? K3 (9)
- 7) Explain the concept of buying motive. Describe the different types of buyingmotive. K4 (8)

- 8) Differentiate between Monopolistic and Oligopolistic Competition with suitable example. K4 (12)

OR

Explain Promotion Mix with the help of suitable examples. K4 (12)