

School of Hospitality

**MBA Tourism and Travel
Semester End Examination - Jun 2024**

**Duration : 180 Minutes
Max Marks : 100**

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*

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| 1) | Explain the term digital marketing. | K1(2) |
| 2) | Explain the different methods of measuring brand. | K2(4) |
| 3) | What kind of marketing research techniques is practiced before introducing a new product into the market? | K2(6) |
| 4) | Explain the concept of Market Segmentation, Targeting, and Positioning (STP) and its importance in marketing management. | K3(9) |
| 5) | Describe the role of shopping and museum in enhancing attractiveness of a destination. | K3(9) |
| 6) | Elaborate the steps involved in the designing and printing of tour brochures. | K5(10) |
| 7) | Explain the components of tourism marketing mix. | K4(12) |
| 8) | Discuss the role and importance of National Tourist Organisation in the marketing of tourism destinations. | K5(15) |
| 9) | Discuss the role of information technology in tourism marketing and operations. | K5(15) |
| 10) | Explain the major tourism markets for India. | K6(18) |