

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
School of Hospitality & Tourism Back Paper Examination Even Semester (Non - Graduating Batches) – June 2024 [Programme : B.Sc. HM / BHM Sem IV] [Semester: IV] [Batch:]				
Course Title: Tourism Marketing		Max Marks: 100		
Course Code: I1UB401T		Time: 3 Hrs.		
Instructions:	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		K Level	COs	Marks
SECTION-A (15 Marks)		5 Marks each		
1.	Define Tourism marketing and explain its importance in the tourism industry.	K1	CO1	5
2.	Discuss the different types of tourism markets and give examples of each.	K2	CO2	5
3.	What is the significance of understanding the tourism marketing as hotelier?	K1	CO1	5
SECTION-B (40 Marks)		10 Marks each		
4.	Explain the tourist buying process and identify the key factors that influence tourist behavior.	K2	CO2	10
5.	Describe the concept of market segmentation and explain the bases of segmentation in tourism marketing.	K3	CO3	10
6.	Discuss the stages in the development of a new tourism product and explain Butler's Tourism Area Life Cycle (TALC).	K4	CO4	10
7.	What is product positioning? How is it applied in the tourism industry to gain a competitive advantage?	K3	CO3	10
SECTION-C (45 Marks)		15 Marks each		
8.	Evaluate the nature and characteristics of tourism offers and discuss the marketing strategies adopted to overcome different issues in tourism marketing.	K4	CO4	15
9.	Create a comprehensive promotional strategy for a new tourist destination, incorporating the components of the destination marketing mix.	K5	CO4	15
10	Develop a plan for utilizing web-based destination branding in today's digital age, providing examples to support your strategy.	K5	CO3	15