

Exam Code: 1263

Sub. Code: 9147

2064

Advance Diploma Course (Add-on)
Tourism and Travel

Paper – II (CTT-106): Tourism and Marketing

Time allowed: 3 Hours

Max. Marks: 75

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory.

x-x-x

I. Attempt any five of the following:-

- a) What is Marketing?
- b) What is Service Sector Industry?
- c) Write four 'Ps' of Tourism Marketing.
- d) Difference between Marketing and Sales.
- e) What is familiarization tours?
- f) Role of local bodies in tourism.
- g) Write four methods of marketing Accommodation.
- h) What is Product Life Cycle?

(5x3)

II. What is Marketing ? Discuss the tools of marketing in tourism industry. (15)

III. Discuss the role of Information Technology in tourism marketing. (15)

IV. What is Familiarization (FAM Tours)? Discuss the role of FAM TOURS in tourism promotion. (15)

V. Write short notes on:-

- a) Trade Fairs
- b) Packaged Tours

(15)

VI. What is Advertising? Discuss the role of Advertisements in tourist destination promotion. (15)

VII. What is Travel Agency? Discuss the role of Travel Agency in tourism promotion. (15)

VIII. What is Social Marketing? Discuss the marketing tools for social marketing. (15)

x-x-x