



SM – 657

IV Semester B.Com. (Voc.) Examination, May/June 2018
(CBCS/ F+R)

CBCS – F+R – 70 Marks – 2015 –16 & Onwards

Repeaters – 100 Marks – 2014 – 15 only

TOURISM AND TRAVEL MANAGEMENT

Paper – 4 : Tourism Marketing

Time : 3 Hours

Max. Marks : 70/100

Instructions : 1) Answer **A, B and C** for 70 marks **CBCS** Scheme.
2) Answer **A, B, C and D** for 100 marks Old Scheme.

SECTION – A

1. Answer **any five** of the following.

(5×2= 10)

- Mention any two benefits of Market Segmentation.
- What is educational tourism ?
- What is travelogue ?
- What is market segmentation ?
- Define publicity.
- What is social marketing concept ?
- Define Tourism Marketing.

SECTION – B

Answer **any three** of the following.

(3×6= 18)

- Distinguish between Marketing and Selling.
- Explain Tourism product life cycle.
- Explain in brief the tourism marketing mix.
- Explain the characteristics features of Tourism product.
- Examine the various methods of Tourism publicity.

P.T.O.



SECTION – C

Answer **any three** of the following.

(3×14= 42)

7. Write an essay on airline marketing.
8. What is Tourism product mix ? Explain product mix of package tour.
9. Explain Bases of Tourism Marketing segmentation.
10. "One State many Worlds" – Critically comment on tourism promotion campaign.
11. Explain the various types of distribution channels in tourism industry.

SECTION – D

12. Give a note on **any three** of the following.

(3×10= 30)

- 1) Domestic tourism.
 - 2) Consumer behaviour.
 - 3) Marketing Research.
 - 4) Customer relationship management.
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IV Semester B.Com. (Voc.) Examination, May/June 2018
(Repeaters) (Prior to 2014–15 & 2012 – 13 & Onwards)
TOURISM AND TRAVEL MANAGEMENT
Paper – 4 : Travel Agency and Tour Operations Organization

Time : 3 Hours

Max. Marks : 100

Instruction : Answer the questions as directed below.

SECTION – A

I. Answer **any ten** questions of the following. **Each** question carries **two** marks.
(10×2= 20)

- 1) a) What is travel agency ?
- b) Define passport.
- c) Define Itinerary.
- d) Name any four International travel agencies.
- e) Expand PATA and TAAI.
- f) Define VISA
- g) What is time table ?
- h) Define package tours.
- i) Expand WTTC and IATA.
- j) Name different types of passport.
- k) Who is Central Tourism Minister ?
- l) Define outbound tourism.

SECTION – B

II. Answer **any 5** questions of the following. **Each** question carries **5** marks. (5×5= 25)

- 2) Write a brief note on Foreign Affair Ministry.
- 3) Mention duties and responsibilities of travel managers.



- 4) What is retail travel agency and wholesale travel agency ?
- 5) Write a brief note on IATA functions.
- 6) Explain the travel outbound regulations.
- 7) What is travel documents and explain all the documents.
- 8) Write a note TAAI functions.

SECTION – C

III. Answer **any 3** questions. **Each** carries **15** marks. **(3×15= 45)**

- 9) Enumerate the functions of Travel Agencies.
- 10) Write a brief note on organisational structure of Travel Agencies.
- 11) Explain the emerging trends in travel agencies.
- 12) What is tourism organisations ? Write an account of its growth.
- 13) State the WTTC objectives and functions.

SECTION – D

IV. Answer the following **(Compulsory)**. **(1×10= 10)**

- 14) Briefly explain the Tourist Guides, duties and responsibilities.
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