



US – 677

**IV Semester B.Com. (Vocational) Examination, May 2017
(CBCS) (F+R)**

TRAVEL AND TOURISM MANAGEMENT

Paper – IV : Tourism Marketing

(70 Marks 2015 – 16 & Onwards/100 Marks 2014 – 15 – Only)

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)**

- a) Define tourist behaviour.
- b) Mention the elements of promotion mix.
- c) List any four economic services.
- d) Define tourism product.
- e) Define publicity.
- f) What is social marketing concept ?
- g) What is retail marketing in travel Industry ?

SECTION – B

Answer **any three** of the following : **(3×6=18)**

2. Explain in brief the tourism marketing mix.
3. Explain the different models of E – business.
4. Explain the essentials of good ad – copy.
5. Write a note on role of audio-visuals in promotion tourism.
6. Explain the characteristics features of services.

P.T.O.



SECTION – C

Answer **any three** of the following :

(3×14=42)

7. 'One State Many World's – A campaign of Karnataka Tourism promotion. Comment.
8. Critically examine the role of tourism marketing research in India.
9. Explain the steps involved in tourism marketing research.
10. Explain the different approaches to study of tourism marketing.
11. Write a note on Indian Tourism Industry.

SECTION – D

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

(3×10=30)

- 1) International Tourism
 - 2) Advertisement copy
 - 3) Marketing Research
 - 4) Tourism product.
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IV Semester B.Com. (Vocational) Examination, May 2017
(Semester Scheme) (Repeaters)
(2012 – 13 and Onwards)
TRAVEL AND TOURISM MANAGEMENT
Paper – IV : Travel Agency and Tour Operator Organizations

Time : 3 Hours

Max. Marks : 100

Instruction : Answer *all* Sections directed below.

SECTION – A

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

1. Define Travel Agency.
2. Name the types of Passport.
3. Give the meaning of motels and resorts.
4. Name any two online travel portals.
5. Who is a tour operator ?
6. Mention four types of accommodations.
7. Name any four types of VISA.
8. Expand the following city codes.
DEL, IXD, BLR, HJR
9. Define travel insurance.
10. Define Passport.
11. Define tourist VISA.
12. What are the different types of commissions earned by 'Travel Agencies' ?



SECTION – B

Answer **any five** of the following. **Each** question carries **five** marks.

(5×5=25)

1. Describe the various types of travel agencies.
2. List the important documents needed for international travel.
3. Explain the importance of transport in tourism development.
4. Discuss the significance of Religious places as tourist destinations.
5. Explain the importance of accommodation in travel.
6. Explain the issues in managing tour programme successfully.
7. Discuss the functions of travel agents in Tourism Industry.

SECTION – C

Answer **any three** of the following. **Each** question carries **fifteen** marks.

(15×3=45)

1. Describe the duties and responsibilities of a tour operator.
2. What are the roles and responsibilities of travel agencies in the development of Indian economy ?
3. What are the aims and services of IATA ?
4. Write a note on airline Geography in detail.
5. Explain the difference between tour operators and the travel agency in detail.

SECTION – D

Answer the following :

(10×1=10)

Describe the travel formalities for international travel.
