

B.B.A.(Forest Management and Eco-Tourism) CBCS Pattern Semester-II
**005 - Skill Development Component Paper-II : Marketing Management for
Tourism Industry**

P. Pages : 3

Time : Three Hours



GUG/W/24/14296

Max. Marks : 70

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- Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

1. a) Distinguish between physical products and services. 7

OR

b) Elaborate services marketing mix. 7
c) Explain concept of travel marketing system. 7

OR

d) What are the features of hospitality and tourism marketing? 7
e) Discuss viral marketing. 7

OR

f) What do you mean by market segmentation. 7
g) Explain different marketing mix strategies. 7

OR

h) Elaborate pricing of hospitality products. 7
2. a) What do you mean by services triangle. 3

OR

b) Write note on destination marketing. 3
c) Describe targeting and positioning. 3

OR

d) Discuss distribution channels. 3
e) What do you mean by market intermediaries. 3

OR

f) Explain interactive marketing. 3
g) Discuss direct marketing. 3

OR

h) What are the steps involved in marketing plan? 3
3. Answer in one line.
a) What are the features of physical products. 1

- b) Write two p's of hospitality marketing. 1
- c) Discuss sales promotion techniques. 1
- d) What are core products? 1
- e) Elaborate supporting products for travel industry. 1
- f) How new product price is decided? 1
- g) Discuss psychological pricing. 1
- h) Explain role of travel agents. 1

4. Fill in the blanks **any six.** **6**

- a) Marketing utility consist of -----
 - i) Price ii) Place, price
 - iii) Product, place, price and profit iv) Product, price, place and promotion
- b) Advertisement promotes -----
 - i) Purchases ii) Production
 - iii) Sales iv) Price
- c) Marketing creates profit by creating ----- to the buyer.
 - i) Value ii) Money
 - iii) Product iv) Price
- d) All companies strive to build ----- strength.
 - i) Brand ii) Image
 - iii) Customer iv) Employee
- e) A brand is a -----
 - i) Name ii) Term
 - iii) Sign iv) All of the above
- f) The usual source for new product is -----
 - i) Marketing research ii) R & D
 - iii) Accidental discoveries iv) Sources including customers and competitors
- g) Techniques of sales promotion are -----
 - i) Free samples ii) Free offers
 - iii) Merchandising iv) All the above
- h) Which one of the following is not one of the P's of marketing.
 - i) Product ii) Price
 - iii) Place iv) Production

- a) Describe concept of hospitality and travel marketing system.
- b) Explain all eight P's of hospitality marketing.
- c) What are the features of hospitality and tourism marketing?
- d) Write a note on direct marketing and sales promotion.
- e) Discuss internal and interactive marketing.
- f) What do you mean by existing product pricing?
- g) Discuss nature and importance of distribution system.
- h) Explain the importance of marketing agents of travel and tour industry.
