

**S.D.E.**  
**F.Y.B.A. (Tourism Studies) : SUMMER - 2019**  
**SUBJECT: TOURISM MARKETING AND TOURISM BUSINESS OPERATION**

Day: Wednesday  
Date: 24/04/2019

Time: 11.00 AM TO 02.00 PM  
Max Marks: 70

**S-2019-4616**

**N.B.:**

- 1) All Questions are **COMPULSORY**
- 2) Figures to the right indicate **FULL** marks

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- Q.1** Attempt any **TWO** of the following: **(16)**
- a) Discuss the following core concepts of marketing:
    - i) Need, Want & Demand
    - ii) Cost, Value & Satisfaction
  - b) Explain any four ways of segmenting a market.
  - c) List the principles of management and discuss its application in travel trade.
- Q.2** Attempt any **TWO** of the following: **(16)**
- a) Discuss the types of data and research approaches used in marketing research.
  - b) Briefly discuss the functions of a travel agency.
  - c) Discuss the following factors influencing price decisions:
    - i) Competition
    - ii) Marketing Mix Strategy
- Q.3** Attempt any **TWO** of the following: **(16)**
- a) Define Services. Explain the distinguishing characteristics of Services.
  - b) Write Short notes on:
    - i) Travel Insurance
    - ii) Alliances and Loyalty programs.
  - c) Discuss the role of information technology in tourism.
- Q.4** Attempt any **TWO** of the following: **(16)**
- a) Discuss the various issues relating to tourism laws and legislations.
  - b) List and discuss the various departments of a travel agency.
  - c) State the difference between Travel Agent & Tour Operator
- Q.5** Write Short notes on: **(06)**
- i) Travel Insurance
  - ii) Alliances and Loyalty programs.

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