

S.D.E.

F.Y.B.A. (TOURISM STUDIES) : SUMMER - 2018

SUBJECT : TOURISM MARKETING & TOURISM BUSINESS OPERATIONS

Day : **Monday** **S-2018-4120** Time : **11.00 AM TO 02.00 PM**
Date : **23/04/2018** Max. Marks : 70

N.B.:

- 1) All questions are **COMPULSORY**.
 - 2) Figures to the right indicate **FULL** marks.
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Q.1 List and explain the service characteristics of tourism. Discuss the problems involved in marketing of tourism services and how can they be eliminated. **[20]**

Q.2 Attempt **ANY TWO** of the following: **[10]**

- a) Discuss the importance of branding in tourism.
- b) State the importance of loyalty programmes in tourism.
- c) Describe the following:
 - i) GIT
 - ii) FIT.

Q.3 Attempt **ANY TWO** of the following: **[10]**

- a) Discuss the functions of a travel agency.
- b) Write in brief about Tourism trade and Consumer Protection Act.
- c) Describe the role of Information Technology in tourism.

Q.4 Attempt **ANY TWO** of the following: **[10]**

- a) Describe the following tour operational techniques:
 - i) Sight seeing
 - ii) Activities on the bus.
- b) Discuss the following core concepts of marketing:
 - i) Need, Want and Demand
 - ii) Product.
- c) Explain the following factors influencing pricing of tourism:
 - i) Competition
 - ii) Customer perception.

Q.5 Attempt **ANY TWO** of the following: **[10]**

- a) Discuss the role of following media in promotion of tourism:
 - i) Television
 - ii) Newspaper
- b) Explain the behavioural bases of market segmentation.
- c) Describe the marketing strategies to be adopted in the new digital age.

Q.6 Attempt **ANY TWO** of the following: **[10]**

- a) Describe unique features of tourism product.
- b) Describe the various types and sources of data in market research.
- c) Discuss the difference between Travel Agency and Travel Operator.

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