

S.D.E.
F.Y.B.A. (Tourism Studies) : WINTER - 2018
SUBJECT: TOURISM MARKETING AND TOURISM BUSINESS OPERATION

Day: Saturday
Date: 20/10/2018

W-2018-4234

Time: 11.00 AM TO 02.00 PM
Max Marks: 70

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:
 - iii) Exchange, transaction & Relationship
 - iv) Cost, Value & Satisfaction
 - b) Explain the demographic bases 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 various steps involved in marketing research.
 - b) Briefly discuss the functions of a travel agency.
 - c) Discuss any four factors influencing price decisions.
- Q.3** Attempt any **TWO** of the following: **(16)**
- a) Define Services. Explain the distinguishing characteristics of Services.
 - b) Write Short notes on:
 - iii) Emergency procedures
 - iv) Group identification
 - c) Discuss the marketing strategy to be adopted in the new digital age.
- Q.4** Attempt any **TWO** of the following: **(16)**
- a) Draw an organization chart for a travel agency and briefly discuss the various departments.
 - b) List and discuss any four types of visa.
 - c) State the role of the following media in promotion of tourism:
 - i) Newspaper
 - ii) Documentaries
- Q.5** Write Short notes on: **(06)**
- i) Tour escorting ethics
 - ii) Ticketing procedure

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