

S.D.E.

F.Y.B.A. (TOURISM STUDIES) : WINTER - 2017

SUBJECT: TOURISM MARKETING AND TOURISM BUSINESS OPERATION

Day: Friday
Date: 03/11/2017

W-2017-3929

Time: 11.00 AM TO 02.00 PM
Max. Marks: 60

N.B.:

- 1) All questions are **COMPULSORY**.
 - 2) All questions carry **EQUAL** marks.
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Q.1 Attempt any **TWO** of the following: [12]

- a) Discuss the following core concepts of markets:
 - i) Need Want and Demand
 - ii) Cost, Value and Satisfaction
- b) State the difference between Travel Agent and Tour Operator.
- c) Briefly discuss any four factors influencing pricing of travel products.

Q.2 Attempt any **TWO** of the following: [12]

- a) Discuss the role of Information Technology in tourism.
- b) Discuss the various promotional tools used in the travel industry.
- c) Discuss the demographic bases of market segmentation.

Q.3 Attempt any **TWO** of the following: [12]

- a) Briefly describe the various departments of a travel agency.
- b) Discuss the role of following media in promotion of tourism :
 - i) Newspaper
 - ii) Documentaries
- c) What are the unique features of tourist demand and tourism product.

Q.4 Attempt any **TWO** of the following: [12]

- a) Write a short note on:
 - i) GATT
 - ii) E-Marketing
- b) Briefly discuss the following tour operational techniques:
 - i) Group identification
 - ii) Emergency procedures
- c) What is GDS? Discuss any two of them.

Q.5 Attempt any **TWO** of the following: [12]

- a) Discuss the issues relating to tourism laws and legislation.
- b) Draw an organizational chart for a large travel agency.
- c) Describe any three types of visas.

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