उत्तर बङ्ग
विश्वविद्यालय

'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

B.Voc. Programme 3rd Semester Examination, 2023

DSC7-TOURISM AND HOSPITALITY MANAGEMENT (3.3)

TOURISM MARKETING

Time Allotted: 2 Hours   Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any *two* questions from the following   12×2 = 24

1.	What do you mean by market segmentation? What is the significance of market segmentation in tourism?	3+9
2.	What is the 'Tourism Marketing Mix'? Discuss the internal and external factors influencing the 'Tourism Marketing Mix'.	3+9
3.	Elucidate the impact of modern technologies on the operation and functioning of the tourism and hospitality enterprises.	12
4.	Define tourism products. Explain the tourism product life cycle with examples.	12

GROUP-B

5.	Answer any *four* questions from the following:	6×4 = 24
(a)	What factors should brand managers address to develop the identity of their brands?	6
(b)	What do you understand by product diversification? Explain the role of product diversification.	2+4
(c)	What are the different factors that affect pricing in tourism?	6
(d)	What is the scope of new digital-age E-Business in tourism?	6
(e)	Explain the importance of market research.	6
(f)	Write short notes on the following: (i) Premium Pricing (ii) Advertising	3+3

GROUP-C

6.	Answer any *four* questions from the following:	3×4 = 12
(a)	Explain the role of media in the promotion of tourism.	
(b)	What is "Value" in marketing?	
(c)	Explain the extended Ps' of the marketing mix.	
(d)	What are the various methods of sampling?	
(e)	Explain Destination Planning.	
(f)	What is product diversification?	

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