



'সমানো মন্ত্র: সমিতি: সমানী'

**UNIVERSITY OF NORTH BENGAL**

B.Voc. Programme 3rd Semester Examination, 2022

**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. Discuss the relevance and scope of marketing research in the tourism and hospitality industry. 12
2. What is 'Tourism Marketing Mix'? Discuss the internal and external factors influencing marketing mix. 3+9
3. "Marketing experts have added many more to the basic 4P formula". Discuss the need and relevance of other Ps in travel and tourism marketing. 12
4. What do you mean by segmentation? What is the significance of segmentation in tourism? 2+10

**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?
- (b) What are the different types of research methodology?
- (c) What are the different price strategies you can use in tourism marketing?
- (d) What is the scope of new digital Age-E-Business in tourism?
- (e) Explain the importance of market research.
- (f) How do you treat the visitors in tourism marketing?

**GROUP-C**

6. Answer any **four** questions from the following:

3×4 = 12

- (a) Differentiate between exchange and transaction.
- (b) What is "Value" in marketing?
- (c) Explain extended Ps' of marketing mix.
- (d) Explain various method of sampling.
- (e) Explain Destination Planning.
- (f) What is product diversification?

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