



WEST BENGAL STATE UNIVERSITY
B.A./B.Sc./B.Com. Major Part-II Examination, 2020

TOURISM AND TRAVEL MANAGEMENT

PAPER: TTMV-III

TOURISM MARKETING AND TOUR BUSINESS OPERATION
(Old Syllabus)

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

GROUP-A

Answer any one question from the following

2×1 =2

1. Write the full form of
(a) IRCTC and IATO.
(b) FHRAI and WTO.

GROUP-B

Answer any three questions from the following

16×3 = 48

2. What do you mean by marketing function? How is tourism product different from other consumer products? 8+8
3. Why is marketing strategy important? What are the 4P's marketing? Discuss elaborately. 8+8
4. Discuss different types of Travel Agents and their role in tourism promotion. 16
5. Discuss briefly the procedures of becoming a tour operator in India. 16
6. What is market research? Why and how it is related with tourism? 3+6+7
7. What is your view about the impact of road and air transport on tourism in India? 8+8

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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