



WEST BENGAL STATE UNIVERSITY
B.A./B.Com. Honours 4th Semester Examination, 2020

BATACOR08T- TOURISM AND TRAVEL MANAGEMENT (CC8)

TOURISM MARKETING

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 five questions from the following

2×5 = 10

1. Define destination marketing.
2. Discuss four characteristics of service marketing.
3. Why USP is important for destination marketing?
4. What is marketing mix?
5. What is destination brand equity?
6. What is Country Potential Generation Index?
7. What is e-Tour package?
8. What is augmented reality?

GROUP-B

Answer any four questions from the following

5×4 = 20

1. Discuss the functions of a destination management/marketing organization.
2. Discuss the steps of destination marketing.

3. What are the characteristics of a tour product?
4. Discuss the types of tourism demand.
5. Why market research is important in destination marketing?
6. What are the different types of customer relationship management?

GROUP-C

Answer any *two* questions from the following

10×2 = 20

1. Discuss the strategies involved at each stage of a destination area life cycle.
2. How do you describe Incredible India 0.2 campaign in terms of a destination product mix?
3. Why promotional strategies are important for development of a tourist destination?
4. Consider a destination of your own choice and how do you promote tourism immediately after COVID 19 pandemic.
5. Define public relation. Why is it so important in tourism and hospitality sectors?

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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