



WEST BENGAL STATE UNIVERSITY
B.A./B.Com. Honours 4th Semester Examination, 2022

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

1. Answer any **five** questions from the following: 2×5 = 10
- (a) What is 'Destination Marketing'?
 - (b) Differentiate between transaction and exchange in marketing.
 - (c) What is relationship marketing?
 - (d) What is the difference between selling and marketing?
 - (e) Write the simple definition of 'Target Market'.
 - (f) What is marketing mix?
 - (g) How do you define 'market'?
 - (h) What are pricing objectives?
 - (i) What is 'Destination Branding'?
 - (j) Write the purpose of 'Travel Documentary'.
 - (k) Write the main impact of e-commerce on Travel Industry.
 - (l) Name five popular travel e-commerce website.
 - (m) Name five travel e-commerce platforms.
 - (n) What is 'Travelogue'?
 - (o) What is the purpose of 'Travel Guide Book'?
 - (p) What is 'Social media'?

GROUP-B

2. Answer any **four** questions from the following: 5×4 = 20
- (a) What is the meaning of physical evidence in 8P's of tourism marketing? Give example.
 - (b) Write the six stages in the tourism product life-cycle.
 - (c) What is customer value and satisfaction in hospitality industry?

- (d) Write the unique characteristics of tourism products and services.
- (e) How to start a Travel Blog? Write the steps in brief.
- (f) What is complementary marketing?
- (g) What do you mean by the diversification of tourism product? How it helps in regional development?
- (h) Write different types of tourism promotion.
- (i) What is the difference between advertising and promotion? Write with examples.
- (j) Write the main goals of public relation in tourism marketing.
- (k) Clear the concept of needs, wants and demand in marketing.
- (l) What are the major challenges faced by market researchers?

GROUP-C

3. Answer any *two* questions from the following: 10×2 = 20
- (a) What are the major variables for segmenting of tourism market? Discuss with examples.
 - (b) What is marketing research? How important is marketing research in tourism and hospitality industry?
 - (c) Discuss the role of pricing for the success in achieving target in tourism industry. Write some pricing strategies which you can use to get ahead of competition.
 - (d) Discuss elaborately the role of packaging in Tourism Marketing.
 - (e) What is 'Digital Marketing'? How do 'Digital Marketing' help tourism to expand globally?
 - (f) Write an essay on the future of personal selling in the tourism and hotel industry.
 - (g) Discuss the role of media in influencing tourists' perception.
 - (h) Write the importance of effective communication of a hotel manager.

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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