



WEST BENGAL STATE UNIVERSITY
BBA(TAH) Honours 4th Semester Examination, 2022

BTHACOR08T-BBA (TAH) (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.
All symbols are of usual significance.*

GROUP-A

Answer any five questions from the following

2×5 = 10

1. Define the term “Tourism Marketing”.
2. What is “Tourism Product”?
3. How do you define “Tourist satisfaction”?
4. Define the term “electronic tourism”.
5. Give an example of Public relation in tourism marketing.
6. Mention two features of Destination Planning.
7. Write the name of two promotional media for tourism development.
8. Highlight two contributions of Travel writers.
9. Write the name of two travel magazines.
10. What do you mean by Destination Promotion?
11. How do you define “Package Tour”?
12. What is Tourism Marketing Segmentation?
13. How do you define needs in the context of tourism marketing?
14. What do you mean by research problem in relation to tourism?
15. What are guide books?
16. What is packaging in the context of tourism marketing?

GROUP-B

Answer any four questions from the following

5×4 = 20

17. Discuss, in brief, the features of Market Research in Tourism Industry.
18. Explain the importance of customer satisfaction in Tourism Industry.
19. How does pricing affect the success of Tourism business?
20. Write the main elements of Tourism Marketing.
21. What are the research problem areas in Tourism?
22. What are the unique features of a “Tourist Product”?
23. Enumerate the service characteristics of Tourism.
24. Write a short note on “Product Diversification in Tourism”.
25. Explain, in brief, the role of sales promotion in tourism marketing.
26. Discuss, in brief, the importance of advertising in tourism business.
27. Why Tourism is called Industry?
28. Point out the characteristics of Branding in Tourism Marketing.

GROUP-C

Answer any two questions from the following

10×2 = 20

29. What is Tourism Life Cycle (TLC)? Discuss the characteristics of different stages of TLC. 4+6
30. Write a note on different types of Tourism Promotional Media.
31. Enunciate the 8 P’s of Tourism Marketing Mix.
32. Enumerate the factors that influence pricing decisions in Tourism.
33. Describe, in brief, about the methods of Market Research in Tourism Marketing.
34. Elaborate the bases of Tourism market segmentation.
35. Elucidate the importance of e-marketing and digital marketing in tourism. 5+5
36. Write notes on: 5+5
 - (i) Travel Guide Book
 - (ii) Travel Magazine.

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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