

Roll No.

Total Pages : 2

NMT/M-24

27303

TOURISM MARKETING

Paper–CC–MTTM–203

Time Allowed : 3 Hours]

[Maximum Marks : 50

Note : Attempt **five** questions in all, selecting **one** question from each Unit. Question No. **1** is compulsory. All questions carry equal marks.

Compulsory Question

1. Write short notes on the following :

- (a) Tourism services.
- (b) Marketing decision making.
- (c) Customer relationship marketing.
- (d) E-marketing.

UNIT-I

- 2. What are the key features of Tourism marketing? How Tourism marketing has evolved over the years?
- 3. What do you understand by buying process? Explain the factors affecting the buying process.

UNIT-II

- 4. What is Demand forecasting? Discuss the methods of Demand forecasting.
- 5. Write detailed notes on the following :
 - (a) Marketing research.
 - (b) Marketing mix

UNIT-III

- 6. Write an explanatory note on the process of new product development.
- 7. Write detailed notes on the following :
 - (a) Promotion mix.
 - (b) Internal marketing.

UNIT-IV

- 8. How has digital marketing impacted the Tourism industry? What are some effective digital marketing strategies that Tourism businesses can use to attract and engage with potential customers?
- 9. Write detailed notes on the following :
 - (a) Social Media Marketing
 - (b) Mobile Marketing.