

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.

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### **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.

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