MBSC-3.2E

Sl.No. : **Total No. of Pages : 2**

Third Semester M.B.A. Degree Examination, February - 2024

(CBCS) (SLM Scheme) (Elective - E)

MANAGEMENT

TOURISM

Tourism Sales and Marketing

Time : 3 Hours **Max. Marks : 80**

SECTION - A

Answer any five questions. Each question carries five marks. **[5 × 5 = 25]**

Q1) What is tourism marketing? Explain the need for tourism.

Q2) Explain the features of tourism marketing.

Q3) Write a note on eco-tourism.

Q4) What is market segmentation? Explain the factors affecting market segmentation.

Q5) Explain the marketing mix elements of tourism.

Q6) Discuss the marketing strategies of tourism industry.

Q7) Highlight the objectives of tourism planning in India.

SECTION - B

Answer any four questions. Each question carries ten marks. **[4 × 10 = 40]**

Q8) Discuss the evolution of tourism industry in India.

Q9) Critically evaluate the importance of positioning strategy in tourism marketing and planning.

Q10) Explain the role of Ad Agencies in tourism industry.

Q11) Examine the factors of consumer behaviour affecting tourism sales and marketing.

Q12) Discuss the recent trends in tourism industry.

Q13) Elaborate the role of CRM in tourism.

SECTION - C

Q14) **Case (Compulsory) :** **[1 × 15 = 15]**

India is well known for its rich cultural heritage and diversity. With the changed scenario and advancement of technology, where the time and distance compression lead to the opportunity to individual to travel around the world just with very less time period. India may not able to attract the enough overseas tourists only with its scenic, rich architectural and monumental beauty but also its traditional values and hospitality attracted thousands of tourists. The Indian values and motto of "Atithi Devo Bhav" is not merely a marketing strategy to enhance the tourism industry but something inherited from the culture and ethos. Despite all, Indian Tourism Industry has yet not been able develop to its full potential.

Question :

Explain the promotional and marketing strategies adopted for improving the performance of our Indian tourism industry.

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