



'সমানো মন্ত্র: সমিতি: সমানী'

**UNIVERSITY OF NORTH BENGAL**

B.Voc. Programme 3rd Semester Examination, 2021

**DSC7-TOURISM AND HOSPITALITY MANAGEMENT (3.3)**

**TOURISM MARKETING**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**GROUP-A**

**Answer any two questions from the following**

12×2 = 24

1. Elucidate the impact of modern technologies on the operation and functioning of the tourism and hospitality enterprises. 12
2. Explain various approaches and applications of market segmentation in the tourism trade. 12
3. Elucidate the relevance and scope of marketing research in the tourism and hospitality Industry. 6+6
4. What do you understand by Marketing? Outline the characteristic features of various marketing activity concepts. 3+9

**GROUP-B**

5. Answer any **four** questions from the following: 6×4 = 24
  - (a) Explain Tourism Life Cycle with the help of a diagram. 6
  - (b) Explain the significance of marketing mix. 6
  - (c) (i) Differentiate between primary research and secondary research. 3+3  
(ii) Three methods of sampling.
  - (d) Explain the term 'Brand' and its significance for a business. 2+4
  - (e) What is destination planning? Explain the unique feature of this tourism product. 3+3
  - (f) Explain various pricing strategies. 6

**GROUP-C**

6. Answer any *four* questions from the following: 3×4 = 12
- (a) What is Marketing Mix? 3
  - (b) Differentiate between want and demand. 3
  - (c) Explain the role of media in tourism. 3
  - (d) What is public relation? Explain its importance. 3
  - (e) Explain sales promotion and personal selling. 3
  - (f) What is complementary marketing? 3

—x—