*Roll No.* _____

**END SEMESTER EXAMINATION**
**SEMESTER- V**

COURSE CODE : **TTM 506** DURATION : 3(THREE)HRS
COURSE TITLE : **TOURISM PROMOTION** MAXIMUM MARKS : 75
SESSION : JULY-DEC' 2021 PASS MARKS : 35 %

*NOTE:*
*1. All the questions are compulsory*
*2. Attempt any 5 (five) questions.*
*3. Mark for each question is shown against it.*
*4. Assume suitable logical data wherever necessary.*

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| **1.** | | | |
| | **(a)** | Define : Need, Want, Demand, Client | **(3+3)** |
| | **(b)** | Explain the difference between a Customer & a Consumer. | **(3+2)** |
| | **(c)** | How is a Tourism Promotion different from a Consumer Promotion? Explain. | **(2+2)** |
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| **2.** | **(a)** | Define Marketing Mix & explain it in your own words. | **(2+2)** |
| | **(b)** | Explain all sub variables of Product Mix like brand name, quality, quantity, variety, Design, colour, , warranty, guarantee, etc. | **(3+4)** |
| | **(c)** | Explain how safety, cleanliness, good behavior, honesty, punctuality etc increase tourist arrival to a destination. | **(2+2)** |
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| **3.** | **(a)** | Define 'Marketing Communication' ; Draw a diagram & show how a message from the sender reaches the consumer / receiver. | **(3+2)** |
| | **(b)** | Explain : Encoding, message, medium, decoding etc. in communication process. | **(3+3)** |
| | **(c)** | What is Noise? How does Noise prevent the message to reach the consumer? | **(2+2)** |
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| **4.** | **(a)** | What is a Tour Itinerary ? Write process of planning a Tour Itinerary. | **(3+2)** |
| | **(b)** | What care do you take while taking a tour as per tour itinerary ? | **(3+2)** |
| | **(c)** | Prepare a tour itinerary for any 5 tourist places of your choice. | **(3+2)** |
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| **5.** | **(a)** | Define Advertisement / Advertising; Write the steps to plan & release an Advertisement. | **(3+2)** |
| | **(b)** | Describe nature & features of Advertisements in Travel & Tourism. | **(3+3)** |
| | **(c)** | What is A.I.D.A. principle in Advertisements? Explain with examples. | **(2+2)** |
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| **6.** | **(a)** | Discuss how domestic airlines offer discount price, companion free etc competitive price etc offer as a Price mix strategy. | **(3+3)** |
| | **(b)** | Write a note on' Place mix / Distribution Mix' in travel industry like stress on Location , assortment , display of posters etc. | **(3+3)** |
| | **(c)** | . Explain the concept of 'Value for Money' in relation to pricing. | **(2+1)** |
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| **7.** | **(a)** | Define a Tour Brochure ; Write role of Tour Brochure in promoting tourist places in India. | **(3+2)** |
| | **(b)** | Describe role of Television, FM Radio, Internet in popularizing tourist destinations in India. | **(3+2)** |
| | **(c)** | Define Outdoor media ; Discuss the coverage of Outdoor media' in brand awareness campaign of Airlines, hotels, theme parks . | **(3+2)** |
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| **8.** | **(a)** | Write about different Type of Advertisements released in travel industry | **(3+2)** |
| | **(b)** | (i) Explain : (i) Advertising Pyramid (ii) Advertising effectiveness | **(2+3)** |
| | **(c)** | (i) Explain : (i) Cost benefit analysis, (ii) Point of Sale | **(3+2)** |
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