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[This question paper contains 2. printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 607

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Unique Paper Code : 6132402301

Name of the Paper : Tourism Marketing (DSC3.1)

Name of the Course : **B.A. (V.S) Tourism
Management (NEP)**

Semester : III

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll. No. on the top immediately on receipt of this question paper.
 2. Part of the questions to be attempted together.
 3. Attempt any 5 questions.
 4. All questions carry equal marks.
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1. Examine the different phases of the tourism life cycle. How do different stages in the life cycle affect marketing and product development strategies?

P.T.O.

2. Define destination marketing and explain its role in promoting tourism destinations.
3. Explain the tourism marketing mix. How does each component help to develop a complete marketing strategy for tourism product?
4. Discuss the role of electronic media in promoting tourism destinations. Provide examples of how electronic media has successfully promoted tourism destinations.
5. Describe the unique service characteristics of tourism. How do these characteristics impact pricing decisions and marketing strategies in the tourism industry?
6. Describe destination planning and the role it plays in the growth of sustainable tourism.
7. Describe the significance of marketing research for the tourism and hospitality sector. How can companies in the tourism industry apply research findings to better consumer experiences, target new markets, and improve marketing strategies?
8. Write short notes on the following: (9 X 2)
 - (A) E-marketing
 - (B) Sales promotion