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# B.Sc.(ATHM) (2014 to 2017) (Sem.-5) **DESTINATION MARKETING & MANAGEMENT**

Subject Code: BTA-27 M.Code: 71803

Time: 3 Hrs. Max. Marks: 60

### **INSTRUCTIONS TO CANDIDATES:**

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- SECTION-B contains FIVE questions carrying FIVE marks each and students 2. have to attempt any FOUR questions.
- SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

## **SECTION-A**

#### 1. **Explain briefly the following terms:**

- a. Who is a Agro Tourist?
- b. Enlist any three wildlife sanctuaries of India.
- c. Medical Tourism.
- d. Where is Radhanagar Beach Located?
- e. Name a few places famous for educational tourism in India.
- f. What is Destination Pricing?
- g. Explain about Incentive Travel.
- h. What is cultural tourism?
- i. What is marketing?
- j. What is Distribution Channel?



### **SECTION-B**

- 2. What do you understand by destination marketing and what is its importance in tourism industry? Explain with examples.
- 3. "Cultural tourism is a growing feature of tourism industry". Comment.
- 4. As a travel guide which places would you suggest a tourist visit in Patiala and why?
- 5. "A clean and healthy environment of a destination attracts more tourists". Comment.
- 6. Explain what is golden triangle and why is it a popular in tourism industry.

### **SECTION-C**

- 7. What do you understand by destination market plan? Make a destination marketing plan for Amritsar.
- 8. What are the various distribution channels that can be used for marketing of a Explain in detail about pilgrimage tourism. destination?
- 9.

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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