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Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(ATHM) (2013 to 2017) (Sem.-5)
DESTINATION MARKETING & MGT.

Subject Code : BTA-27

Paper ID : [A2916]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

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

SECTION-A**1. Answer the following Questions :**

- a. Hipster Holidays
- b. Sustainable based tourism
- c. Desert tourism
- d. Tour manager
- e. Fam tours
- f. Virtual tourism
- g. 7 p of marketing mix
- h. DMP
- i. Onsite travel services
- j. Enclave tourism

SECTION-B

2. What are the basic aspects involved in Itinerary designing?
3. What are the tips for Effective Travel and Destination Marketing Online?
4. What is Heritage tourism? Take example of any tourist destination in Maharashtra.
5. Why should a government give subsidises and benefits to the tourism industry?
6. What do you mean by product positioning?

SECTION-C

7. Explain :
 - a. Consumer buying behaviour
 - b. Distribution channel
8. Explain Medical tourism. Which destinations in India renowned for it and for which treatments?
9. *“Destination marketing is the process of communicating with potential visitors to influence their destination preference, intention to travel and ultimately their final destination and product choices”*. Justify the statement.