Roll No. ☐☐☐☐☐☐☐☐☐☐☐   **Total No. of Pages : 02**

Total No. of Questions : 09

M.Sc. (ATHM) (2015 & Onward)   (Sem.–2)
TOURISM PROMOTION AND RESORT MANAGEMENT
Subject Code : PTA-102
Paper ID : [C0650]

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 have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

SECTION-A

Q.1   **Explain the following terms :**

1. FAM

2. CVB

3. Airbnb

4. ALIPAY

5. Augmented Reality

6. Leisure Traveler

7. CHATBOT

8. Concierge

9. Generation Y

10. Lanai

SECTION-B

Q.2 What is differentiation between DMO & DMC?

Q.3 What is a Mark-up? Also, explain OTA.

Q.4 What is Search Engine Marketing?

Q.5 *"Resort is an example of Enclave Tourism"*. What do you mean by it and what are advantages & disadvantages of Enclave Tourism?

Q.6 What are marketing issues for a resort?

SECTION-C

Q.7 What is an advertising agency? Explain its departments.   (5+5)

Q.8 How can you differentiate between traditional & Modern resorts? Kindly support your answer with examples.   (10)

Q.9 Explain :

a) Folder   (2)

b) Types of resorts   (4)

c) Consideration in resort planning   (4)