



**SHRI S. H. KELKAR COLLEGE OF ARTS COMMERCE & SCIENCE, DEVGAD**

**SEM. III EXAMINATION, NOVEMBER 2023**

**PROGRAMME NAME: SY. B.VOC HOSPITALITY & TOURISM**

**COURSE NAME: GENERAL EDUCATION TOURISM MARKETING & MANAGEMENT**

**CODE: USHT301**

**MAX. MARKS: 100**

**TIME: 08:00AM TO 11:00AM**

**DURATION: 03HRS**

**DATE: 01/11/2023**

**INSTRUCTIONS:**

1. All questions are compulsory.

**Q.1. Solve All**

**A. Multiple Choice Question**

**10 Marks**

1. Advertisement is one of the -----in marketing
  - a. Marketing tool
  - b. Business tool
  - c. Commercial tool
  - d. Promotional tool
2. In tourism industry & tourism marketing travel agent s known as?
  - a. Spoke person
  - b. Negotiator
  - c. Intermediaries
  - d. Agent
3. Which is the non-controllable factor affecting pricing?
  - a. External pricing
  - b. Internal pricing
  - c. Organizational
  - d. Management
4. Marketing communication in services is particularly difficult because
  - a. Services are intangible
  - b. Services are perishable
  - c. Services are tangible
  - d. Services are less attractive than product
5. Which if the following is not a character of the service product.
  - a. Inseparability
  - b. Perishability
  - c. Technology
  - d. Intangibility
6. What are the different types of factors affecting pricing?



- a. Organizational & Management
  - b. Internal & organizational
  - c. Internal & External
  - d. Internal & management
7. Which of the following is not a component of tourism product?
- a. Attraction
  - b. Accessibility
  - c. Amenities
  - d. Accompany
8. A tour accompanied by qualified, trained & experienced tour manager or guides is called \_\_\_\_\_
- a. Independent tour
  - b. Incentivized tour
  - c. Escorted tour
  - d. Hosted tour
9. \_\_\_\_\_ is useful in providing detailed information about the product its content, method of use etc.
- a. Branding
  - b. Physical distribution
  - c. Labeling
  - d. Packaging
10. Marketing is \_\_\_\_\_ oriented?
- a. Product
  - b. Customer
  - c. Producers
  - d. Distributors

**B. Match the Following Pairs**

05 Mark

**SET A**

- A. DMO
- B. Digital Marketing
- C. E-Business
- D. It is related to deciding about pricing of product
- E. Passport

**SET B**

- 1. Electronic business
- 2. Destination management company
- 3. MEA
- 4. Use of digital media
- 5. Pricing mix

**C. True or False**

5 Mark

- 1. There is no physical distribution system in tourism.
- 2. Tourism service are perishable.
- 3. National Tourism Day celebrated on 27 September.
- 4. 3's of tourism Sea Sand & Sun
- 5. FEMA stands for Foreign Exchange Management Act.



Q.2. Solve any two

15 Mark

1. Explain service characteristics of tourism.
2. Role of media in promotion of tourism
3. Write a tourism marketing 8ps mix

Q.3. Solve any two

15 Mark

1. Define methods of pricing the factor influencing the pricing decisions.
2. Types of distribution channels in tourism.
3. Define elements of marketing mix.

Q.4. Solve any two

15 Mark

1. Define target market
2. Advantage of Market Segmentation
3. What is the tour operational techniques-departure?

Q.5. Solve any two

15 Mark

1. Define Electronic tourism promotion.
2. Explain the benefits of globalization
3. Define Electronic tourism promotion.

*Importance of public relation in Tourism industry.*

Q.6. Write Short note on any four

20 Mark

1. Product diversification
2. Destination marketing
3. Define public relations in tourism
4. Pricing factors
5. Write a tourism marketing 4ps mix
6. What are the distribution benefits of the globalization?