

MAY 2012

**P/ID 77566/PMBT2**

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of Eight questions.

1. Explain the importance of tourism.
2. Comment on business tourism.
3. Explain the importance of financial planning in tourism.
4. What is tour plan?
5. Bring out the merits and demerits of media advertisement for tourism.
6. Give short notes on the methods of tourism promotion.
7. Explain the limitations of online services of tourism marketing.
8. Explain the importance of local transportation.

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of Eight questions.

9. Discuss the merits of travel statistics in promoting tourism.
10. Briefly explain the basic travel motivators.
11. Explain the methods of measuring market demand.
12. Narrate the steps in tourism planning process.
13. Brief the limitations in advertising in tourism packages.
14. Discuss the importance of using computer in tourism.
15. Briefly explain the segmentation in tourism marketing.
16. Explain the different forms of tourism transport.

PART C — (1 × 20 = 20 marks)

Compulsory question.

17. Choose a tourism destination of your choice in India and draw a strategic marketing plan. Justify your reasoning.
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