

MAY 2013

**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. Write a note on domestic tourism.
2. What is travel motivation?
3. Comment on Tourism promotion.
4. Brief human resources planning in tourism.
5. State the role of media in developing tourism.
6. Write note on advertising agency.
7. Explain the importance of marketing in tourism industry.
8. Give a detail note on scarcity of rooms.

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of Eight.

9. Explain the elements of tourism with suitable example.
10. Discuss the importance of measuring tourism phenomena.

11. Narrate the advantages of monitoring time factors before tourism planning.
12. Brief write a note on newsletter and publicity in tourism campain.
13. Formulate an advertisement to promote a tribal village as a touristspot.
14. How has the use of computers improved tourism services?
15. Do you agree that a market research is needed before promoting tourism? Explain.
16. Explain the significance of supplemental accomodation facilities.

PART C — (1 × 20 = 20 marks)

Compulsory question.

17. Choose a marketing strategy to promote tourism of country having vast beaches.
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