

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations January 2023

Programme: MTTM

Session: 2022-23

Semester: III

Max. Time: 3 Hours

Course Title: Marketing for Tourism

Max. Marks: 70

Course Code: SLLCH THM 02 03 04 C 4004

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) Differentiate between Needs and wants.
- b) What are the characteristics of service in tourism?
- c) Distinguish between Demand and supply.
- d) State the Characteristics affecting consumer behaviour.
- e) Describe the steps involved in the Product Positioning.
- f) Differentiate between Behavioural and Psychographic Segmentation.
- g) Define Green marketing.

Q 2. (2X7=14)

- a) Define marketing and also explain various concepts of marketing.
- b) Discuss the scope and appropriateness of marketing function in satisfying human needs and wants. Given suitable examples
- c) How the 7Ps of Marketing fit into the business plan?

Q3. (2X7=14)

- a) Explain in brief psychological factors affecting consumer behavior.
- b) Briefly discuss various Market Segmentation used in Tourism industry.
- c) Define Target Market. Discuss the process and approaches for selecting target market in Tourism.

Q 4. (2X7=14)

- a) What is meant by Tourism Product? Explain the levels of Tourism Product with examples.
- b) Describe the factors influencing the pricing of a tourism product.
- c) What is positioning? Discuss the strategies and methods of positioning with examples.

Q 5. (2X7=14)

- a) Advertisement and Sales Promotions are inevitable in marketing'-evaluate with suitable example.
- b) What do you understand by Sales promotion? Describe the commonly used sales promotion tools in tourism.
- c) Critically evaluate the trends in marketing practices in the present global.

CENTRAL UNIVERSITY OF HARYANA

Term End Semester Examinations January 2023

Programme: MTTM

Session: 2022-23

Semester: 3rd

Max. Time: 3 Hours

Course Title: Destination Planning & Development

Max. Marks: 70

Course Code: SLLCH THM 02 03 02 C 5005

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.

2. Question no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) What is destination management system?
- b) What is the measurement of a destination?
- c) What is destination planning?
- d) Differentiate between person's determined image and destination determined image.
- e) What are the various destination distribution channels?
- f) Explain destination appraisal.
- g) Define destination and its types.

Q 2. (2X7=14)

- a) Explain tourism planning and conservation with suitable examples.
- b) Explain in detail the tangible and intangible attributes of destination.
- c) Outline the key elements of the planning process in detail.

Q3. (2X7=14)

- a) What is strategy development and planning of destinations and tourism products?
- b) Explain the National and Regional tourism planning and development hierarchy.
- c) What is the linkage between tourism destination and development?

Q 4. (2X7=14)

- a) Elaborate upon destination competitiveness.
- b) What are the 6A's framework for tourism destinations?
- c) Explain the various tourism policies and procedures. Discuss the role of tourism policies in destination development.

Q 5. (2X7=14)

- a) What are the destination product 8Ps in destination marketing?
- b) What is the link between destination image and place branding?
- c) What are the destination planning guidelines?

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations January 2023

Programme: MTTM

Session: 2022-23

Semester: III

Max. Time: 3 Hours

Course Title: ICT for Tourism

Max. Marks: 70

Course Code: SLLCH THM 02 03 02 DCEC 4004

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.

2. Question no. 2 to 5 have three parts and student are required to answer any two parts of each question. Each part carries seven marks.

Q 1. Explain Following:

(4X3.5=14)

- a) Keyboard
- b) CPU
- c) Instagram
- d) OTA
- e) TRS
- f) Google
- g) Opera

Q 2.

(2X7=14)

- a) What is Computer? Explain in detail about its characteristics and limitations.
- b) What are the various computer applications utilized in the tourism industry?
- c) What are the software and hardware requirements for a Computer System?

Q3.

(2X7=14)

- a) What is the importance of LinkedIn in professional Networking?
- b) What is the role of internet factor while choosing a tourism destination?
- c) What is the impact of social media in development and promotion of tourism?

Q 4.

(2X7=14)

- a) What is a Software? Explain in detail about the types of software?
- b) What is the importance of MS Office in Tourism Business?
- c) How GIS is important for Tourism?

Q 5.

(2X7=14)

- a) Kindly elaborate about the web page and its importance in Tourism.
- b) What is web browser? Explain with suitable examples.
- c) Explain in detail about the website and web searching benefits for a tourism professional.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations January 2023

Programme: MTTM

Session: 2021-23

Semester: Third

Max. Time: 3 Hours

Course Title: Tour Planning and Management

Max. Marks: 70

Course Code: SLLCH THM 02 03 01 GEC 4004

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and student are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) Name different types of tours.
- b) Discuss about guest itinerary.
- c) What is Post-tour management?
- d) What is a cost sheet?
- e) What is Pick-up and Drop?
- f) Who is a tour escort?
- g) Write five types of tour packages.

Q 2. (2X7=14)

- a) What are the Do's and Dont's of Itinerary planning? Discuss with examples.
- b) What is a Master Itinerary? Discuss its significance in tour planning.
- c) Write down the various steps involved in itinerary planning. Also, plan an Itinerary for 10 days Family trip to Manali.

Q3. (2X7=14)

- a) Write a detailed note on Pre Tour Management.
- b) What do you understand by tour package? Also, explain the components of the tour package.
- c) With the help of suitable examples from industry explain the process of tour formulation.

Q 4. (2X7=14)

- a) What is tour cost? Discuss various types of tour costs with examples.
- b) Discuss two international tour packages by Thomas Cook.
- c) Discuss two international tour packages by Cox & Kings.

Q 5. (2X7=14)

- a) Write a note on the confirmation of Hotels and Airlines.
- b) What is the importance of crisis management in tour? Discuss in detail.
- c) Guest comments play an important role for every travel agent. Discuss with examples.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations January 2023

Programme: MTTM

Session: 2022-23

Semester: III

Max. Time: 3 Hours

Course Title: Tourism Geography

Max. Marks: 70

Course Code: SLLCH THM 02 03 01 C 5005

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and student are required to answer any two parts of each question. Each part carries seven marks.

Q 1.

(4X3.5=14)

- a) Differentiate between Climate and Weather.
- b) How Climatic conditions of a destination affects the Tourist's movement?
- c) Write a short note on different branches of Geography.
- d) Define International Date Line.
- e) What are the five famous attractions of Spain?
- f) Why Europe continent in number one in tourism ranking?
- g) Assess the natural tourism potential of Japan.

Q 2.

(2X7=14)

- a) Differentiate between Latitude and Longitude lines.
- b) Peak Season and Off Season are based upon the climatic conditions of a destination. Justify the statement with suitable examples.
- c) Write a detailed note on relationship between Tourism and Geography Disciplines. What are the geographical factor that affects tourism movement?

Q3.

(2X7=14)

- a) Compose a description of the IATA traffic conference Area.
- b) Write a short note on: GMT, UTC, IDL, Standard Time
- c) If it is 12 noon at Greenwich, calculate local time of the places located on the following longitudes, $60^{\circ} W$ and $75^{\circ} E$?

Q 4.

(2X7=14)

- a) Examine the reason for Scandinavia dotting a significant spot in the world tourist map.
- b) What are the important Tourism Resources of United Kingdom?
- c) What are the major tourist destinations and attractions of USA and Canada? Explain in detail.

Q 5.

(2X7=14)

- a) Write in detail about the tourism attractions of China and Srilanka.
- b) Briefly explain with the SWOT analysis of Asia continents with Europe.
- c) What are famous attraction of Singapore and Malaysia ?