

**M.E.S. COLLEGE OF ARTS & COMMERCE, ZUARINAGAR - GOA**  
**B.A. (CBCS) III SEMESTER END (REGULAR/REPEAT) EXAMINATION, JANUARY 2022**  
**DSC - TOURISM AND TRAVEL - TOURISM MARKETING – I (TOC -103)**

**Duration: 02 Hours**

**Total Marks: 80**

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**Instruction:**

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- i) All questions are compulsory, however internal choice is available.*
- ii) Answer sub-questions in Question No. 1 and Question No. 2 in about 100 words.*
- iii) Answer Question No. 3 to Question No. 6 are in about 400 words.*
- iv) Figures to the right indicate marks assigned to each question/sub-question.*
- v) Paper carries a maximum of 80 marks.*

**Q1) Answer Any Four following (4X4=16)**

- a) Define Explorer
- b) SWOT
- c) Define Market Segmentation
- d) Cohen's Classification
- e) Marketing Approach
- f) Define Service Market

**Q2) Answer Any Four following (4X4=16)**

- a) Psychographic and Lifestyle Segmentation
- b) Technological environment
- c) Define need and wants in tourism marketing
- d) Adventure markets
- e) Any four strategies adopted to overcome intangibility factor
- f) How does social environment decide the buying pattern of the tourist?

**Q3. a) State and explain the risks involved in travel purchase. (12)**

**OR**

**b) Explain the process of Tourism Marketing. (12)**

**Q4. a) Write a note on Separability and Inseparability & write a note on Ownership and Non- Ownership. (12)**

**OR**

**b) Explain Geographic Segmentation (12)**

**Q5. a) Explain the concept of Marketing Mix. (12)**

**OR**

**b) State and Explain the Demand forecasting methods. (12)**

**Q6. a) Explain the Demographic Segmentation (12)**

**OR**

**b) Explain the concept of BCG Matrix. (12)**

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