

No. of Printed Pages : 2

MTM-09

00387

MASTER'S IN TOURISM MANAGEMENT

Term-End Examination

June, 2011

MTM-09 : UNDERSTANDING TOURISM MARKETS

Time : 3 hours

Maximum Marks : 100

*Note : Attempt **any five** questions. Marks are indicated against the question.*

1. What is the importance of information in Tourism ?
Discuss the role of media, with examples, as a source of information. **8+12=20**
2. What is the role of market research in Tourism Industry ? Also mention the various research methodologies used in market research. **8+12=20**
3. What do you understand by new markets in Tourism ? How would you identify these new markets and market India as a destination ? **6+14=20**
4. Write a detailed note on Domestic Tourism in India. **20**

5. Discuss the characteristics of the South Asian Outbound Tourism Market. 20
 6. Discuss the characteristics and tourism trends of the European Nations. 20
 7. Based on the tourist's profile of the Gulf and the middle Eastern nations ; as a marketing manager how would you market India as a destination in these nations ? Discuss. 20
 8. Enumerate the factors that influence the market segmentation in Tourism Industry. 20
 9. Explain with examples the market constraints in developing Indian Tourism Industry. 20
 10. Write short notes on *any two* of the following in about 300 words : 10x2=20
 - (a) Travel Motivators
 - (b) Characteristics of Japan outbound market
 - (c) Characteristics of US outbound market
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MTM-09

00536

**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

December, 2011

**MTM-09 : UNDERSTANDING TOURISM
MARKETS**

Time : 3 hours

Maximum Marks : 100

Note : Answer *any five* questions in about **600** words each.

-
1. Define Market Research. What are the different Research Methodologies ? 20
 2. What do you understand by Travel Motivators ? 20
Discuss in detail the different travel motivations.
 3. Write short notes on *any two* of the following in about 300 words each : 10x2=20
 - (a) Sources of Information
 - (b) Time Share Market
 - (c) Middle East Inbound Tourists Market
 4. Define Segmentation in Tourism. Discuss the various Targeting Approaches in tourism. 20

5. Who are the NRI and PIO ? Discuss why the NRI market is an important segment for Inbound tourism. 20
 6. What are the differences between Marketing of Market Led and Alternative Tourism ? How has technology affected each of these tourism markets ? 20
 7. What do you understand by domestic tourism ? Discuss various infrastructure required for development of domestic tourism. 20
 8. Discuss in detail some of the most popular outbound tourist destinations for Indian tourists. 20
 9. Discuss the factors responsible for the rapid growth and development of the tourism industry in the Asia Pacific region. 20
 10. What are the characteristics of the outbound tourist markets of UK ? Discuss the profile of British tourist visiting India. 20
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MTM-09

**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

June, 2012

**MTM-09 : UNDERSTANDING TOURISM
MARKETS**

Time : 3 hours

Maximum Marks : 100

Note : Answer *any five* questions in about **600** words each.

1. Why is it essential to study consumer behaviour ? Is such a study helpful in designing tourism product ? 20
2. Write short notes on *any two* of the following in about 300 words each : 10+10
 - (a) Market Positioning
 - (b) Alternate Market
 - (c) Marketable Product.
3. Write an essay on Travel Motivators. Support your answer with suitable examples. 20
4. Can Japan be a major tourist generating market of India ? Answer with examples. 20

5. Discuss the significance of forecasting in tourism marketing. 20
 6. Discuss the important areas of research in tourism that is useful in understanding the market better. 20
 7. Write a detailed note on Domestic tourism market in India. 20
 8. What is the importance of information in tourism and what are the different purposes it can be used for ? 20
 9. What are the new trends in tourism ? Mention the marketing constraint related to them. 20
 10. Discuss the characteristics of the Middle East tourism market for India. How can we increase the inflow of tourist from this region ? 20
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**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

December, 2012

**MTM-09 : UNDERSTANDING TOURISM
MARKETS**

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions in about 600 words each. All questions carry equal marks.

1. Discuss the nature and the key sources of information for the tourism and hospitality industry. 20
2. Why is it important for a Marketer to study tourists' motivation and tourism trends ? Discuss the various marketing strategies adopted in the tourism Industry. 6+14=20
3. List the different types of emerging tourism activities. Enumerate the basic differences between Market-led and Alternative Tourism Products and their marketing styles. 20
4. Write a detailed note on the potential and dimension of domestic tourism in India. 20

5. Explain the factors responsible for the rapid growth and development of Tourism in the East Pacific Region. 20
6. As an Inbound Tourism Marketer, how would you tap the vast NRI market ? 20
7. Why is tourism regarded as a hard business activity? Discuss the various constraints in marketing India as a world class tourism destination. 20
8. Write notes on the following in about 300 words :
(a) Market Research 10x2=20
(b) Major Source markets for India as a destination.
-
9. Compare and contrast the Indian outbound and Inbound tourism scenario. 20
10. Discuss the characteristics and tourism trends of the European Markets. 20
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**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

June, 2013

**MTM-09 : UNDERSTANDING TOURISM
MARKETS**

Time : 3 hours

Maximum Marks : 100

*Note : Attempt **any five** questions in about **600** words each.
All questions carry **equal** marks.*

1. Define Market Research and its purpose in Tourism Sector. Discuss the survey methodologies in Market Research. 20
2. Why do we need to segment tourist markets ? 20
Discuss the various factors considered for segmenting tourism markets.
3. Write an essay on the potential and dimensions of the present status of Indian Domestic tourism. 20
4. List the different types of emerging tourism activities. Enumerate the basic differences between Market - led and Alternative tourism products and their marketing styles. 20

5. Evaluate India as a tourist destination in terms of its potential and liabilities. How would you market India globally as an incredible destination ? 20
6. Discuss the characteristics of Japanese and Chinese outbound tourist market. 20
7. Write notes on the following in about 300 words each. 10x2=20
 - (a) Sources of Information for the Tourism and Hospitality sector
 - (b) Tourist motivation
8. Discuss in detail the existing status of Indian outbound Tourism. 20
9. Identify the reasons why NRI's constitute a major source market for Indian tourism. As the Marketing Manager of a Tour Operation Company, what are the various issue which you would address while targeting them. 20
10. Explain the following in about 300 words each :
 - (a) Constraints in Tourism destination marketing. 10x2=20
 - (b) Major Source markets for India.

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**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

December, 2013

**MTM-09 : UNDERSTANDING TOURISM
MARKETS**

Time : 3 hours

Maximum Marks : 100

*Note : Answer any five questions in about 600 words each.
All questions carry equal marks.*

1. What do you understand by Tourism Market ? 20
How would you profile Tourism Markets ?
2. What is the need of market segmentation in 20
Tourism ? What are the factors and variables used
for tourism market segmentation ?
3. Discuss the new and alternative forms of tourism. 20
4. Discuss the tourist profile of Indian Outbound 20
Travellers. Also mention the possible marketing
of a Europe Tour to this segment / market.
5. Write short notes on any two : 20
 - (a) Media as a source of information
 - (b) Travel motivators
 - (c) Market Research in Tourism

6. How would you profile the tourism market of South Asia ? How will you market “India as a Destination” in South Asian Countries ? 20
7. What is meant by “ Root Tourism” ? How would you reach the NRI and PIO tourist market ? 20
8. Discuss the scope of marketing India as a destination in the Gulf Region. 20
9. Discuss in detail the internal and external constraints affecting the Indian Tourism Industry. 20
10. Write short notes on **any two** : 20
 - (a) Importance of Information in Tourism
 - (b) Profiling the Chinese Tourists
 - (c) Travel trends of American Market

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Total No. of Questions : 10]

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MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2014

MTM-09 : UNDERSTANDING TOURISM MARKETS

Time : 3 Hours]

[Maximum Marks : 100

Note :- Answer any *Five* questions in about **600** words each.

All questions carry equal marks.

1. What is the importance of information in Tourism ? What are the sources of information available to tourists ? 20
2. What is market research ? What is the purpose and application of market research in Tourism ? 20
3. What is meant by market segmentation ? What are the various segmentation theories ? What are the variables used for segmenting the tourism markets ? 20
4. Discuss in detail the evolution, significance and dimensions of Domestic Tourism. Also mention the key issues associated with domestic tourism. 20
5. Write short notes on any *two* of the following :
 - (a) Tourism Markets
 - (b) Travel Motivators
 - (c) Profiling the Indian outbound Tourists. 20

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6. What are the special features of the East Asia Pacific Tourism Market ? How does these special features affect the OBT of the region ? 20
7. Discuss in detail the importance of Europe as a tourist generating market for India. 20
8. How would you profile the tourists travelling from U.S.A. ? What are tourist trends of the American Market ? 20
9. Discuss in detail the internal and external constraints affecting the tourism Industry. 20
10. Write short notes on any *two* of the following :
 - (a) Alternative forms of tourism
 - (b) Profiling the Japanese outbound tourist
 - (c) NRI and PIO as Indian Inbound tourism generating market. 20

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MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

02291

December, 2014

MTM-9 : UNDERSTANDING TOURISM MARKETS

Time : 3 hours

Maximum Marks : 100

Note : Attempt any **five** questions in about 600 words each. All questions carry equal marks.

1. Enlist the top ten countries from where India receives the tourists. Also highlight the important features of the tourism generating markets for India. 20
2. What is domestic tourism ? How is domestic tourism important for India ? Highlight the important features of domestic tourism in India. 20
3. A tourist from USA wants to visit the Golden Triangle of India. As a travel agent, what information shall you provide so that the trip of this tourist to the Golden Triangle is satisfactory ? 20
4. Describe what information should be provided in a brochure of a tour operator offering tour packages for Goa. 20
5. Write an essay on travel motivators and their importance to tourism industry managers. 20

6. (a) Describe the new tourism products of India.
(b) How has technology affected tourism ?
Discuss. 10+10=20
7. What do you understand by Outbound tourism ?
Describe the potential of Indian Outbound
Market. 20
8. Discuss the potential of tourism in South Asia. 20
9. What are the major challenges being faced by the
Indian tourism industry ? Suggest measures to
overcome these challenges. 20
10. What is Market Research ? Explain the purpose
of market research in tourism with suitable
examples. 20

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**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

June, 2015

**MTM-09 : UNDERSTANDING TOURISM
MARKETS**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions :

1. What are the major challenges being faced by the tourism industry in India ? How these challenges affect the tourism industry ? Also suggest measures to overcome these challenges. 20
2. Middle East and Gulf is a very promising market for Indian tour operator. Explain. 20
3. What are the major tourist generating markets for Buddhist circuit in India ? What facilities are being provided to the tourists visiting the Buddhist circuit ? 20
4. What is market segmentation ? Discuss the basis on which tourism market can be segmented. 20
5. Differentiate between domestic tourism and international tourism. Discuss the potential of domestic tourism in India. 20

6. "Successful marketing is dependent on knowing the customer and understanding the market". 20
Explain the statement with suitable examples in relevance to tourism industry.
7. A tourist from Germany wants to visit the Golden Triangle of India. Enlist the information that would be provided by travel agent to facilitate his travel to Golden Triangle. 20
8. Write notes on the following : 5x4=20
(a) Market-led tourism
(b) Forecasting in tourism
(c) Role of technology in tourism
(d) Importance of information in tourism
9. What is market research ? Discuss the various types of research methodologies used in tourism. 20
10. Discuss the potential of tourism in South Asia. 20

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**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

December, 2015

**MTM-09 : UNDERSTANDING TOURISM
MARKETS**

Time : 3 hours

Maximum Marks : 100

*Note : Attempt **any five** questions in about **600** words each.
All questions carry **equal** marks.*

1. "In terms of attractions India, as a destination, is a strong tourism product. Yet, infrastructure wise there are certain weaknesses which make it less attractive". Analyse the statement. 20
2. Describe how collecting and possessing information is vital for a successful career in tourism. 20
3. Write an essay on alternative forms of tourism. 20
4. Write short notes on the following : 10+10=20
 - (a) Purpose of Market Research
 - (b) Survey Methodologies

5. With suitable examples differentiate between destination related and non - destination related motivators. 20
6. Write short notes on the following : 10+10=20
 - (a) Segmentation Theories
 - (b) Segmentation Factors
7. Discuss the characteristics of out - bound tourists from India. 20
8. Present an overview of growing NRI tourism market. 20
9. Discuss the characteristics and tourism trends of the European Markets. 20
10. Explain with examples the market constraints in developing Indian Tourism Industry. 20

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MTM-09

02716

**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

June, 2016

**MTM-09 : UNDERSTANDING TOURISM
MARKETS**

Time : 3 hours

Maximum Marks : 100

*Note : Attempt any five questions in about 600 words each.
All questions carry equal marks.*

1. Write an essay on features of tourism markets for India. 20
2. What are the various sources of information about a tourist destination ? How is this information relevant for tourists ? 20
3. Describe different areas where tourism research is required. Also explain the importance of multi-segment research. 20
4. "India is yet to fully tap the East Asian and Pacific region tourist markets." Comment. 20

5. What are the various marketing trends and how are they utilised in the tourism industry ? 20
6. What is time share market ? How has the same become a global product ? 20
7. Write short notes on the following : 10+10=20
- (a) Purpose of Market Research
 - (b) Survey Methodologies
8. Give a profile of South Asian inbound tourists to India. 20
9. Write an essay on alternative forms of tourism. 20
10. Write short notes on the following : 10+10=20
- (a) Structure of domestic tourism
 - (b) Expenditure pattern of domestic tourists
-

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MTM-009

006900

**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

December, 2016

**MTM-009 : UNDERSTANDING TOURISM
MARKETS**

Time : 3 hours

Maximum Marks : 100

*Note : Answer any five questions in about 600 words each.
All questions carry equal marks.*

1. What is market research ? Discuss various research methodologies. 20
2. What do you understand by Market Segmentation ? Explain different bases of market segmentation. 20
3. What is timeshare ? Discuss the timeshare markets. 20
4. What is the significance of domestic tourism ? Discuss key issues in domestic tourism. 20
5. How important is Gulf and Middle East tourism market for India ? What are the marketing objectives and strategy for Gulf and Middle East of India ? 20

6. Write short notes on any two of the following in about 300 words each : 10+10=20
- (a) Importance of Information
 - (b) Dimensions of Domestic tourism
 - (c) Travel motivators
7. Write a note on Europe as tourism market for India. 20
8. Discuss the efforts of Indian Government to market India as a tourist destination for NRIs and PIOs. 20
9. Discuss the methods of profiling tourism markets. 20
Profile a German tourist.
10. Explain briefly : 5+5+5+5
- (a) Excursionist
 - (b) Eco-Tourism market
 - (c) Root tourism
 - (d) Market constraints

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MTM-009/MTTM-009

**MASTER OF ARTS
TOURISM MANAGEMENT (MTM) / MASTER
OF TOURISM & TRAVEL MANAGEMENT
(MTTM)**

Term-End Examination

December, 2017

**MTM-009/MTTM-009 : UNDERSTANDING
TOURISM MARKETS**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five (5) questions. All question carry equal marks.

1. Discuss the Emerging Trends in Tourism. How does it affect the tourism inbound markets. 20
2. "In the recent past, South East Asia and Europe has become an important hub for Indian tourists". Discuss the various reasons for these trends. 20
3. How does the study of tourist behaviour help in market segmentation, targeting and positioning of Indian Tourism to the global tourists ? 20
4. What are the various forms of Alternate tourism ? Discuss the key source markets for this form of tourism. 20
5. 'India has a vast domestic tourism market, it's unfortunate that it is not encashed', critically examine the statement. 20

6. Discuss the five Indian outbound markets and their important tourist attractions. 20
7. Write short notes (Any four) : 5x4=20
- (a) Tourism in Dubai
 - (b) Tourism in Abudhabi
 - (c) Tourism in Italy
 - (d) Tourism in Malaysia
 - (e) Tourism in Bangkok
8. United Kingdom is an important source market for India, discuss the profile of British tourists visiting India. 20
9. How can we market India in an effective manner with American tourists ? Give suggestions . 20
10. How can we convert NRI's into tourists under VFR category ? Support your answer with suitable examples. 20

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00104

**MASTER OF ARTS
TOURISM MANAGEMENT (MTM) / MASTER
OF TOURISM & TRAVEL MANAGEMENT
(MTTM)**

Term-End Examination

June, 2018

**MTM-009/MTTM-009 : UNDERSTANDING
TOURISM MARKETS**

Time : 3 hours

Maximum Marks : 100

Note : *Attempt any five (5) questions. All questions carry equal marks.*

1. As a successful tour operator how would you manage with the challenging situation related to market sensitivity. Give examples. 20
2. "For understanding tourism market a strong research data base is required". Explain with the help of examples. 20
3. Switzerland, South Africa, Singapore and Italy are famous for different tourism products, as a outbound tour operator, how would you sell these destinations to the Indian tourists ? 20
4. "The domestic tourism market in India is growing in a rapid manner, it is important to know the profile of these tourists and approach the segments accordingly". Comment. 20

5. "The Niche tourism is becoming popular day by day and it is required to have specific strategies to attract niche tourists". Discuss. 20
 6. Discuss the profile of outbound tourist visiting Europe and Gulf. What are the touristic preferences ? 20
 7. Discuss **any two** of the following as a tourist destination : 10x2=20
 - (a) Dubai
 - (b) Bangkok
 - (c) Malaysia
 - (d) Singapore
 8. "Punjab, Gujarat and Kerala have strong potential of tourism and NRIs can play an important role for the promotion of Indian tourism." Comment. 20
 9. Discuss the market constraints for the development of tourism in India. How can we overcome these challenges ? 20
 10. How can the market research be useful for understanding the tourism markets both for buyers and sellers ? Give appropriate examples. 20
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MTM-09/MTTM-09

**MASTER OF ARTS IN TOURISM
MANAGEMENT (MTM) / MASTER OF TOURISM
AND TRAVEL MANAGEMENT (MTTM)**

Term-End Examination

December, 2018

01544

**MTM-09/MTTM-09 : UNDERSTANDING TOURISM
MARKETS**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any *five* questions in about 600 words each. All questions carry equal marks.

1. Discuss the tourism segments in which Indian markets can serve the tourists in an efficient manner. 20

2. "Information plays an important role in Tourism." Discuss. 20
3. "Market research is the backbone of tourism." Critically examine the statement with special reference to India. 20
4. Discuss the emerging trends of tourism in the changing marketing scenario. 20
5. "Alternative forms of tourism are becoming important." Examine in context to India. 20

6. Write short notes on any **two** of the following : 2×10=20
- (a) Domestic Tourism – Key Issues
 - (b) Domestic Tourism – Importance
 - (c) Domestic Tourism – Expenditure Pattern
 - (d) Domestic Tourism – Important Tourist Generating States
7. “Outbound tourism is gaining importance in India.” Discuss the reasons for the growth of outbound tourism in India. 20
8. Write short notes on any **four** of the following : 4×5=20
- (a) Sri Lanka Tourism Market
 - (b) Thailand Tourism Market
 - (c) Malaysia Tourism Market
 - (d) Japan Tourism Market
 - (e) China Tourism Market
9. Discuss the socio-economic profile of UK tourists visiting India. 20
10. The NRI market is a big source for the inbound market. Describe. 20
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MTM-009/MTTM-009

**MASTER OF ARTS TOURISM MANAGEMENT
(MTM)/MASTER OF TOURISM AND
TRAVEL MANAGEMENT (MTTM)**

Term-End Examination, 2019

**MTM-009/MTTM-009 : UNDERSTANDING
TOURISM MARKETS**

Time : 3 Hours]

[Maximum Marks : 100

Note : Attempt **any five** questions with in 600 words. All questions carry equal marks.

1. Describe the tourism Market with special reference to India. [20]
2. Information source is very important for Decisions. How it is important in Tourism Business ? Elaborate with relevant examples. [20]
3. Discuss the steps involved in Tourism Market research. [20]
4. "Motivation for travel is an important area to be examined by a Travel agency." Discuss. [20]

5. Write short notes on **any two** of the following : [10×2=20]

- (i) Time Share
- (ii) Travel motivators
- (iii) Alternate forms of Tourism
- (iv) Domestic Tourism

6. Write short notes on **any two** of the following : [10×2=20]

- (a) Sri Lanka Tourism Market
- (b) Japan Tourism Market
- (c) China Tourism Market

(d) UK Tourism Market

7. Describe the profile of US tourist visiting India. [20]

8. Discuss the changing scenario of Indian tourism. [20]

9. "Asia Pacific tourism market has great potential."
Describe. [20]

10. Discuss the profile of Indian outbound tourists. [20]

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**MASTER OF ARTS TOURISM MANAGEMENT
(MTM) / MASTER OF TOURISM & TRAVEL
MANAGEMENT (MTTM)**

Term-End Examination, 2019

**MTM-009/MTTM-009 : UNDERSTANDING
TOURISM MARKETS**

Time : 3 Hours]

[Maximum Marks : 100

Note : Answer any five questions in about 600 words each. All questions carry equal marks.

1. Define tourism market. Give an account of major tourist generating markets for India. [20]
2. Discuss key sources of information in tourism industry citing suitable examples in the Indian context. [20]
3. What are the various types of travel motivators ? Why is it imperative for marketer to understand these motivators ? [20]

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4. What is the purpose of conducting market research ?
Explain stages in the market research process. [20]
 5. Which of the two should marketers in India focus more on-inbound tourism or domestic tourism ? Justify your answer. [20]
 6. Discuss the characteristics of USA outbound travelers and accordingly suggest ways how Indian inbound marketers can develop their marketing strategy. [20]
 7. Give brief market profiles of Gulf and Middle East countries and highlight the potential of India as a tourism destination for these markets. [20]
 8. Discuss Europe both as an inbound source market for India and also as an outbound tourism destination. [20]
9. Write short notes on the following in about 150 words each : [5×4=20]
- (a) Importance of profiling tourism markets
 - (b) Market segmentation theories
 - (c) Market-led tourism products
 - (d) Difference between PIO and NRI

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10. Critically examine in the context of India why tourism is a hard business activity. [20]

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MASTER OF ARTS
TOURISM MANAGEMENT (MTM) /
MASTER OF TOURISM & TRAVEL
MANAGEMENT (MTTM)

Term-End Examination

MTM-009/MTTM-009 : UNDERSTANDING
TOURISM MARKETS

Time : 3 Hours]

[Maximum Marks : 100

Note: Answer any five questions in about 600 words each. All questions carry equal marks.

1. Elaborate the various types of information which should be generated to enable effective tourism marketing decision making. 20
2. What is the purpose of market segmentation in tourism marketing? Differentiate between segmentation done based on psychographic and behavioural grounds. 20
3. Define Market-led tourism and Alternative forms of tourism and enumerate basic differences in their marketing. 20
4. Highlight the importance of domestic tourism in India. Suggest ways how this sector can be developed further. 20

5. Explain common data collection method used in market research. 20
6. Discuss the characteristics of Japanese outbound travelers and accordingly suggest ways how inbound marketers in India can target them. 20
7. Considering that India and the UK have some common history, discuss the potential of JK as an inbound source market for India. 20
8. Prepare a 10 day itineary for People of India Origin (PIO) living in Europe visiting India for the first time. 20
9. What are the various constraints which impact marketing of India as an international tourism destination and how can these constraints be addressed. 20
10. Write short notes on the following in about 150 words each. 5×4=20

(a) Tourism Generating markets

(b) Destination specific travel motivators

(c) Impact of technology on tourism marketing

(d) Difference between NRI and PIO.