

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BBA IN HOSPITALITY & TOURISM (BBAHT)
EXAMINATION: JANUARY 2023
THIRD SEMESTER

Subject : Travel and Tourism III (HT18-124315)

Date: 13/01/2023

Total Marks: 60

Time: 10.00 am to 12.30 pm

Instructions: 1) Each question carries 10 marks.
2) Attempt any 06 questions.

- Q. 1** What kind of basic information is required from the clients for planning an itinerary? (10)
- Q. 2** What are the distinct characteristics of a tourism product? (10)
- Q. 3** Explain the marketing mix for tourism product. (10)
- Q. 4 Write short note on –** (10)
- a) FAM Trips
 - b) World time zones
- Q.5.A State whether the following sentences are ‘True’ or ‘False’** (05)
- 1. Tourists can see the tourism product before the purchase
 - 2. The ownership of tourism product is not transferred to the tourist
 - 3. The tourist season cannot be extended
 - 4. Political situation and economy of the destination do not have any impact on tourism Product
 - 5. Tourism Product fulfils the customers pleasure, leisure or business need at places other than their own place of residence
- Q.5.A Write short note on – Tour Brochures** (05)
- Q.6 Write short note on –** (10)
- a) Significance of tourism forecasting
 - b) Basic items included in the costing of tour
- Q.7** Describe the difference between the marketing concept and selling concept. Which concept do you feel is ideal for tourism industry? (10)
- Q.8 Define following terms** (10)
- 1. Prime Meridian
 - 2. Target Market
 - 3. Itinerary planning
 - 4. Market segmentation
 - 5. AIDA