

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BBA IN HOSPITALITY & TOURISM (BBAHT)
EXAMINATION:DECEMBER 2022
THIRD SEMESTER

Subject : Travel & Tourism–III(HT18-124315)

Date: 07/12/2022

Total Marks: 60

Time: 2.00 pm to 4.30 pm

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

- Q. 1.** Define Marketing. What is marketing mix? (10)
- Q. 2.** Write short note on (10)
1. FAM Trips
2. Pricing strategies
- Q. 3.** Explain product life cycle in detail with help of a diagram. (10)
- Q. 4.** Explain the characteristics of tourism products in detail. (10)
- Q. 5.** What are the components included in tour costing? (10)
- Q. 6.** Explain in detail the points to be considered while customizing an independent tour. (10)
- Q. 7.** Define the following: (10)
a. Market
b. Market Segmentation
c. Meta Market
d. Target market
- Q. 8.** Write short note on (10)
1. Codes in tourism
2. World Time zone
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