

National Testing Agency

Question Paper Name :	Tourism Marketing 28th August 2021 Shift 2
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Tourism Marketing

Group Number :	1
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Break time :	0
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Is this Group for Examiner? :	No

Tourism Marketing-1

Section Id :	940918108
Section Number :	1
Section type :	Online
Mandatory or Optional :	Mandatory

Number of Questions :	20
Number of Questions to be attempted :	20
Section Marks :	20
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Sub-Section Number :	1
Sub-Section Id :	940918153
Question Shuffling Allowed :	Yes

Question Number : 1 Question Id : 9409184720 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

In the Marketing Era, the main emphasis is on developing:

1. Standardised product
2. Effective sales techniques
3. Products based on Consumer needs and wants
4. Promotional strategies

Options :

94091817565. 1

94091817566. 2

94091817567. 3

94091817568. 4

Question Number : 2 Question Id : 9409184721 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

'Hard-core loyal' refers to those:

1. devoted to two or three organisations
2. devoted exclusively to one organisation
3. who gradually move to favour one organisation over another
4. who have no loyalty to any organisation

Options :

94091817569. 1

94091817570. 2

94091817571. 3

94091817572. 4

Question Number : 3 Question Id : 9409184722 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which one of the following is among the top tourist receiving countries in the world?

1. India
2. Pakistan
3. France
4. Bangladesh

Options :

94091817573. 1

94091817574. 2

94091817575. 3

94091817576. 4

Question Number : 4 Question Id : 9409184723 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

_____ Research seeks to find the 'cause and effect' relationships between two or more

1. Exploratory
2. Causal
3. Descriptive
4. Experimental India

Options :

94091817577. 1

94091817578. 2

94091817579. 3

94091817580. 4

Question Number : 5 Question Id : 9409184724 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Tourist is a visitor who stays less than 24 hours in the country.

1. True
2. False
3. Partially True
4. Partially False

Options :

94091817581. 1

94091817582. 2

94091817583. 3

94091817584. 4

Question Number : 6 Question Id : 9409184725 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Imitating the competitor by making similar offer is an example

1. Market Share Protection and Moving Before Competition
2. Market Share Protection by Moving With Competition
3. Market Share Protection and Moving Away From Competition
4. Market Share Advancement and Moving Before Competition

Options :

94091817585. 1

94091817586. 2

94091817587. 3

94091817588. 4

Question Number : 7 Question Id : 9409184726 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Forecasting means:

1. studying the past trends
2. studying the present trends
3. studying both past and present trends
4. future prediction

Options :

94091817589. 1

94091817590. 2

94091817591. 3

94091817592. 4

Question Number : 8 Question Id : 9409184727 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

In tourism context, NTO stands for:

1. National Tourist Organisation
2. National Travel Organisation
3. National Training Organisation
4. None of the these

Options :

94091817593. 1

94091817594. 2

94091817595. 3

94091817596. 4

Question Number : 9 Question Id : 9409184728 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

In Conservation Strategy, the aim of the marketing plan is to:

1. get maximum number of tourists per day
2. get least number of tourists per day
3. limit the number of senior citizens
4. limit the number of visitors per day

Options :

94091817597. 1

94091817598. 2

94091817599. 3

94091817600. 4

Question Number : 10 Question Id : 9409184729 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

In 'Growth Stage' of product Life Cycle, the product

1. is new in the market
2. starts getting accepted in the market
3. gets accepted by most of the targeted potential customers
4. sales figure starts slowing down

Options :

94091817601. 1

94091817602. 2

94091817603. 3

94091817604. 4

Question Number : 11 Question Id : 9409184730 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

In 'Premium Pricing Practice', pricing is:

1. done on an assessment of what value the consumer perceives in the product/service on offer
2. based on what the competitor is charging
3. fixed above the prevailing market price in order to have the same of high quality
4. done to yield a certain target rate of return on the investment made

Options :

94091817605. 1

94091817606. 2

94091817607. 3

94091817608. 4

Question Number : 12 Question Id : 9409184731 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

_____ is not a Promotion Mix element

1. Advertising
2. Public Relations
3. Sales Promotion
4. Pricing

Options :

94091817609. 1

94091817610. 2

94091817611. 3

94091817612. 4

Question Number : 13 Question Id : 9409184732 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

'No Demand' is said to exist when target consumers:

1. desire for something that cannot be satisfied by existing products
2. are fully satisfied with the new product
3. are uninterested or indifferent to the new product
4. none of these

Options :

94091817613. 1

94091817614. 2

94091817615. 3

94091817616. 4

Question Number : 14 Question Id : 9409184733 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The extended marketing mix for services includes: People, Processes and _____

1. Physical Evidences
2. Product
3. Place
4. Promotion

Options :

94091817617. 1

94091817618. 2

94091817619. 3

94091817620. 4

Question Number : 15 Question Id : 9409184734 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

_____ is a major problem during lean tourist season

1. Price rise
2. Environmental degradation
3. Shortage in essential supply
4. High maintenance cost of Tourism Units

Options :

94091817621. 1

94091817622. 2

94091817623. 3

94091817624. 4

Question Number : 16 Question Id : 9409184735 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

An example of blindly following the development elsewhere without any market research:

1. Developing golf courses in an area which faces acute water shortage
2. Installing cable cars in hill stations
3. Building a resort near a beach
4. Motel business along the highways

Options :

94091817625. 1

94091817626. 2

94091817627. 3

94091817628. 4

Question Number : 17 Question Id : 9409184736 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Although the majority of events have probably arisen for non-tourist reasons, there is now a trend to exploit them for tourism.

1. True
2. False
3. Partially True
4. Partially False

Options :

94091817629. 1
94091817630. 2
94091817631. 3
94091817632. 4

Question Number : 18 Question Id : 9409184737 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Amitabh Bachchan is the brand ambassador of which state tourism promotion campaign:

1. Assam
2. Gujarat
3. Mumbai
4. Kerala

Options :

94091817633. 1
94091817634. 2
94091817635. 3
94091817636. 4

Question Number : 19 Question Id : 9409184738 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

_____ is not an example of Alternative Accommodation

1. Hotels
2. Dak Bungalows
3. Circuit houses
4. Guest houses

Options :

94091817637. 1

94091817638. 2

94091817639. 3

94091817640. 4

Question Number : 20 Question Id : 9409184739 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Flights and operating patterns planning in airlines is the function of the:

1. General manager
2. Technical staff
3. Schedule planner
4. Ground staff

Options :

94091817641. 1

94091817642. 2

94091817643. 3

94091817644. 4

Tourism Marketing-2

Section Id : 940918109

Section Number : 2

Section type : Offline

Mandatory or Optional : Mandatory

Number of Questions :	10
Number of Questions to be attempted :	10
Section Marks :	30
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Sub-Section Number :	1
Sub-Section Id :	940918154
Question Shuffling Allowed :	No

Question Number : 21 Question Id : 9409184740 Question Type : SUBJECTIVE

Correct Marks : 3

Differentiate between Marketing and Selling.

Question Number : 22 Question Id : 9409184741 Question Type : SUBJECTIVE

Correct Marks : 3

Why is marketing of tourism products different from those of other physical products?

Question Number : 23 Question Id : 9409184742 Question Type : SUBJECTIVE

Correct Marks : 3

What do you understand by segmenting tourism markets based on psychographic variables?

Question Number : 24 Question Id : 9409184743 Question Type : SUBJECTIVE

Correct Marks : 3

Identify the parameters based on which the competitiveness of a market can be analysed.

Question Number : 25 Question Id : 9409184744 Question Type : SUBJECTIVE

Correct Marks : 3

What role does National Tourist Organisation play in marketing a tourism destination?

Question Number : 26 Question Id : 9409184745 Question Type : SUBJECTIVE

Correct Marks : 3

List three factors which influence the selection of distribution channels.

Question Number : 27 Question Id : 9409184746 Question Type : SUBJECTIVE

Correct Marks : 3

What is the purpose of a familiarisation tour?

Question Number : 28 Question Id : 9409184747 Question Type : SUBJECTIVE

Correct Marks : 3

Why should the local bodies be involved in tourism development?

Question Number : 29 Question Id : 9409184748 Question Type : SUBJECTIVE

Correct Marks : 3

What do you understand by Socially Responsible Marketing concept in tourism?

Question Number : 30 Question Id : 9409184749 Question Type : SUBJECTIVE

Correct Marks : 3

Give an example how Joint promotion is conducted in tourism Industry.

Tourism Marketing-3

Section Id : 940918110

Section Number : 3

Section type :	Offline
Mandatory or Optional :	Mandatory
Number of Questions :	7
Number of Questions to be attempted :	5
Section Marks :	50
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Sub-Section Number :	1
Sub-Section Id :	940918155
Question Shuffling Allowed :	No

Question Number : 31 Question Id : 9409184750 Question Type : SUBJECTIVE

Correct Marks : 10

Define Market Survey. Explain 'Questionnaire' as an instrument of Market surveys.

Question Number : 32 Question Id : 9409184751 Question Type : SUBJECTIVE

Correct Marks : 10

Enumerate with suitable examples the application of technology in tourism marketing.

Question Number : 33 Question Id : 9409184752 Question Type : SUBJECTIVE

Correct Marks : 10

Discuss the role of NGO's in tourism development.

Question Number : 34 Question Id : 9409184753 Question Type : SUBJECTIVE

Correct Marks : 10

Give an account of the various types of supplementary accommodation available in India.

Question Number : 35 Question Id : 9409184754 Question Type : SUBJECTIVE

Correct Marks : 10

Discuss the role and importance of culture in marketing India as a tourism destination.

Question Number : 36 Question Id : 9409184755 Question Type : SUBJECTIVE

Correct Marks : 10

What is the importance of local cuisine in tourism? Suggest some ways through which local cuisines can be promoted.

Question Number : 37 Question Id : 9409184756 Question Type : SUBJECTIVE

Correct Marks : 10

Discuss major factors which affect airline products and their marketing strategy formulation.