

Roll No. ....

Total No. of Questions : 13]

[Total No. of Pages : 02

**J-3307[S-1163]**

**[2037]**

**PGDATHM (Semester - 2<sup>nd</sup>)**

**TOURISM PROMOTION: RESORT MANAGEMENT (PGDATHM-202)**

Time : 03 Hours

Maximum Marks : 75

**Instruction to Candidates:**

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

**Section - A**

**Q1)**

**(15 x 2 = 30)**

- a) Differentiate between recall test and recognition test.
- b) Mention four sales support techniques for tourism promotion.
- c) Differentiate between a hotel and a motel.
- d) Define the term public relations.
- e) What are the different public relation techniques?
- f) Write a brief note on Year-round resort and winter resorts.
- g) Define an urban resort.
- h) Define visitor market.
- i) What is the impact of seasonality of resorts?
- j) Enlist the various characteristics of Resort management.
- k) What are the various sources of revenue in a resort?
- l) Define the term activity control.
- m) What do you understand by community relations?
- n) Identify the social impact of the resort planning and development process.
- o) Discuss target marketing in context of resort planning and development.

**P.T.O.**

## Section - B

(9 x 5 = 45)

- Q2)* Describe briefly the scope and functions of public relations.
- Q3)* Discuss the factors limiting the range of recreational activities that can be offered by a resort.
- Q4)* Discuss the role and functions of an Advertising Agency in fulfilling the objectives of an advertisement.
- Q5)* Discuss the various characteristics of Hotel management.
- Q6)* Internet has emerged as one of the major advertising medium for the marketers. Comment on the merits and demerits of using this medium by marketers.
- Q7)* Discuss the steps involved in planning the advertising for tourism promotion.
- Q8)* Examine the factors to be considered while selecting an advertising agency.
- Q9)* Write short note on Selection of Advertising Media.
- Q10)* Distinguish facilities planning for resorts from that of other types of hotels.
- Q11)* Summarize the market feasibility, and competition analysis considerations of resort recreational activities.
- Q12)* Describe five different types of hotels.
- Q13)* Describe the various methods for determining advertising effectiveness.

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