

Dr. Babasaheb Ambedkar Open University
Term End Examination February – 2026

Course	: BBAATR	Date	: 17-Feb-2026
Subject Code	: BBAATR-205	Time	: 03:00pm to 05:15pm
Subject Name	: Airline and Tourism Marketing	Duration	: 02.15 Hours
		Max. Marks	: 70

Section A

Answer the following (Attempt any three) (30)

1. What is the Marketing mix in tourism? Describe the 4 main P's: Product, Price, Place, and Promotion.
2. What challenges do marketing managers in airlines and tourism face today?
3. What is Destination marketing? Why is it important for tourism boards and travel companies?
4. Explain the Tour operation process and Business procedures in tourism.
5. Explain the pricing strategies and types of discounts used in tourism services.

Section B

Answer the following (Attempt any four) (20)

1. What is the difference between a market and marketing? Give examples of different types of markets we see in tourism.
2. Explain the types of tourism products and different levels at which they are offered.
3. Describe the concept and importance of market segmentation. Explain the steps and types of segmentation.
4. Define marketing environment. Discuss the internal and external factors affecting it.
5. What is digital marketing in tourism? How are e-tourism and mobile tourism (m-tourism) growing?
6. Define branding and public relations. How do they help in marketing tourism and airline services

Section C

Part – A (Multiple Choice Questions) (10)

- 1 Which of the following is a type of market segmentation?
A Technological B Psychological
C Functional D Geographical
- 2 Which is an example of a core tourism product?
A Tour package B Uniform of the staff
C Guidebook D All of these

- 3 What type of marketing focuses on building long-term customer relationships?
A Direct marketing B Relationship marketing
C Aggressive marketing D B2B marketing
- 4 What is consumer behaviour?
A How consumers travel B How consumers work
C How consumers choose and use products D How tourists book flights
- 5 What is the main goal of marketing?
A Customer satisfaction B Profit only
C Opening new shops D Making ads
- 6 Public relations involves:
A Designing logos B Paying taxes
C Cutting costs D Managing the brand's image
- 7 What does 'Place' in the marketing mix refer to?
A Location of a tourist B Distribution and delivery of services
C Seat allocation D Language
- 8 What is a tour package?
A A mix of travel, lodging, and sightseeing B Only a hotel room
C Just transport D Only airline food
- 9 Influencers promote tourism through:
A In-flight magazines only B Social media platforms
C Personal phone calls D Face-to-face meetings
- 10 One of the biggest challenges in tourism marketing today is:
A Too many flights B Finding tourist guides
C Shortage of food D Rising competition and changing customer preferences

Part – B (Do as Directed)

(10)

State whether the following statements are True / False

- 1 The customer plays no role in the delivery of tourism services
- 2 A market is a place where buying and selling takes place.
- 3 The tourism industry offers both tangible and intangible products.
- 4 Events like festivals can increase tourist inflow.
- 5 Service marketing is more complex than product marketing
- 6 Promotion is only about advertising, not about building relationships
- 7 Tour operators are not responsible for customer satisfaction.
- 8 Social media influencers can help promote tourism destinations.
- 9 E-tourism and M-tourism make travel planning easier for customers.
- 10 Online travel agencies (OTAs) play a key role in today's tourism marketing
