| Seat No.: | Enrolment No. |
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## GUJARAT TECHNOLOGICAL UNIVERSITY BHMCT- SEMESTER- 4 EXAMINATION – SUMMER 2016

|     | •                            | Code: 143305 Date: 06/06/20  | 16       |
|-----|------------------------------|--|----------|
| Tiı | me: 1<br>tructio<br>1.<br>2. | Attempt all questions.   | 70       |
| Q.1 | (a)<br>(b)                   | Discuss the characteristics of service products.  Discuss the various issues need to be considered while designing a tourism product.  | 07<br>07 |
| Q.2 | (a)<br>(b)                   | Write out the various levels of products with suitable example.  How to play matrix around eight element of marketing mix as per PLC to monitor, evaluate and revise the marketing strategies?  OR | 07<br>07 |
|     | <b>(b)</b>                   | How to design a tourism product on the basis of Customer Life Cycle (CLC)?   | 07       |
| Q.3 | (a)<br>(b)                   | What is resort? Discuss the types of Resorts? What are the key marketing techniques for cruise designer and developers?  OR  | 07<br>07 |
| Q.3 | (a)<br>(b)                   | Discuss the various challenges and problems normally faced by resorts. What is a cruise line? Discuss the types of cruise.   | 07<br>07 |
| Q.4 | (a)<br>(b)                   | What is health tourism? Explain in brief regarding various forms of health tourism.  How to design and develop health tourism product? Give example.   | 07<br>07 |
| Q.4 | (a)<br>(b)                   | OR Define event? Discuss the various types of events. How to design and develop event tourism product? Give example.   | 07<br>07 |
| Q.5 | (a)<br>(b)                   | What is religious tourism? How to design and develop it as tourist product? Discuss the issues and consideration while designing wildlife as tourism product.                                      | 07<br>07 |
|     |                              | OR   |          |
| Q.5 | (a)<br>(b)                   | What is rural tourism? Explain its potential in India? How to design and develop beach as tourism product? Give example.   | 07<br>07 |

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