

TOURISM MARKETING/SYBMS/SEMESTER IV

SUBJECT CODE 78517

QUESTION PAPER CODE 68015

Q1. A Fill in the blanks:

1. Inbound
2. Doom
3. Managerial
4. Packaged
5. Moment of truth
6. Blueprint
7. AIDA
8. Indian Tourism Development Corporation
9. Eco Tourism
10. Solo Travel

Q1. B True or False:

1. False
2. True
3. True
4. True
5. False
6. True
7. True
8. False
9. True
10. False