



**UNIVERSITY OF NORTH BENGAL**

B.VOC. 3rd Semester Examination, 2020

**3.3- TOURISM AND HOSPITALITY MANAGEMENT**

**TOURISM MARKETING**

Full Marks: 60

**ASSIGNMENT**

*The figures in the margin indicate full marks.*

**Answer any two questions from the following**

30×2 = 60

1. Highlight the positive & negative effects of Tourism with reference to the hill stations like Darjeeling, Manali, Ooty or Shillong. 30
2. Assuming that you are going to start a Cafe in Darjeeling's Mall Road, what are the various basis of segmentation, you will consider before targeting the right kind of customers? 30
3. Suppose you were to market a 'Home Stay' in Manali. What are the 8P's strategies are you going to follow? 30

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