

BTSC-103: BTSC-103

Course Code	BTSC-103
Course Title / Subject	BTSC-103
Programme	Undergraduate Honours / CBCS
Medium	English Medium
Marks	100
Assignment Type	Tutor Marked Assignment (TMA)

This reference solution is prepared in clear, professional academic language for direct handwritten assignment practice.

Official IGNOU Assignment / Syllabus Question Paper

The question paper below is rendered from the official IGNOU assignment syllabus PDF.

BTSC 103: Understanding Tourism Marketing (TUTOR MARKED ASSIGNMENT) (Jan & July 2026 session)

Course Code: BTSC 103

Programme: BFTTM

Total Mark: 100

Assignment Code: BTSC 103/TMA/2026

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **600 words**. Send your TMA to the Coordinator of your Study Centre.

1. Define Marketing. Describe the evolution of marketing philosophies from the 1950s to the current societal marketing era. 20
2. What is market segmentation? Discuss the major variables used for segmenting the market for tourism products and services. 20
3. Discuss the Marketing Mix of a tourism product. 20
4. Describe the various methods used to forecast tourism demand. 20
5. How does the brand name of an organization add value to a tour package? Explain how attractive packaging can influence a customer's purchase decision. 20
6. What is Pricing Strategy? Discuss the importance of pricing as an element of the marketing mix. 20
7. Evaluate the role of social media in destination promotion. 20
8. Define Distribution Channels (Place) and discuss their role in the tourism industry. 20
9. Discuss the challenges in adopting new technologies in tourism marketing. 20
10. Write notes on the following in about 150 words each: (4x5= 20)
 - a) Purpose of Market Research
 - b) Product Positioning
 - c) 5th P in tourism marketing
 - d) Meaning and purpose of Familiarization tour

Solved Answers

Answer 1: Define Marketing. Describe the evolution of marketing philosophies from the 1950s to the current societal marketing era. 20 (ignoucollage.in)

About 500 words

The study and understanding of **marketing. describe the evolution of marketing philosophies from the 1950s to the** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

A systematic investigation into **marketing. describe the evolution of marketing philosophies from the 1950s to the** reveals several vital characteristics and operational methods. First, it functions according to structured rules and standardized criteria that ensure consistency across varying scenarios. Second, it highlights the interdependence between foundational concepts and real-world execution, ensuring that theoretical frameworks directly support practical diagnosis and assessment. Third, careful classification of its components enables researchers to organize information logically, identify key variables, and apply systematic problem-solving steps.

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In summary, a thorough mastery of **marketing. describe the evolution of marketing philosophies from the 1950s to the** is essential for achieving complete conceptual clarity in this field. By synthesizing core theoretical frameworks with rigorous analytical classifications and real-world applications, learners develop a robust capacity for independent critical evaluation. This comprehensive approach provides the necessary groundwork for both high-level academic achievement and advanced professional practice.

Answer 2: What is market segmentation? Discuss the major variables used for segmenting the market for tourism products and services. 20 (ignoucollage.in)

About 500 words

The study and understanding of **market segmentation? discuss the major variables used for segmenting the market for** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive

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Answer 3: Discuss the Marketing Mix of a tourism product. 20 (ignoucollage.in)

About 500 words

The study and understanding of **marketing mix of a tourism product. 20** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 4: Describe the various methods used to forecast tourism demand. 20 **(ignoucollage.in)**

About 500 words

The study and understanding of **various methods used to forecast tourism demand. 20** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 5: How does the brand name of an organization add value to a tour package? Explain how attractive packaging can influence a customer's purchase decision. 20 (ignoucollage.in)

About 500 words

The study and understanding of **how does the brand name of an organization add value to a** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 6: What is Pricing Strategy? Discuss the importance of pricing as an element of the marketing mix. 20 (ignoucollage.in)

About 500 words

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Answer 7: Evaluate the role of social media in destination promotion. 20 (ignoucollage.in)

About 500 words

The study and understanding of **evaluate the role of social media in destination promotion. 20** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 8: Define Distribution Channels (Place) and discuss their role in the tourism industry. 20 (ignoucollage.in)

About 500 words

The study and understanding of **distribution channels (place) and discuss their role in the tourism industry. 20** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 9: Discuss the challenges in adopting new technologies in tourism marketing. 20 (ignoucollage.in)

About 500 words

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Answer 10: Write notes on the following in about 150 words each: (4x5= 20) a) Purpose of Market Research b) Product Positioning c) 5 th P in tourism marketing d) Meaning and purpose of Familiarization tour (ignoucollage.in)

About 500 words

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