



**ASSESSMENT # 3**

**Total Marks: 30**

**Answer the following Questions:**

1. What does a promotional activity aim at? 5
2. What does 'GTA' stand for? And what is its role in tourism marketing? 5
3. What is advertising and how is it different from marketing? 5
4. When preparing a promotional material which points should be kept in mind? 5
5. What is collateral material which type of items are included in it? 6
6. Which type of information is contained in the travel agent's manual? 4