

Marketing Management

ASSESSMENT

Total Marks: 30

1. What does a promotional activity aim at? **6**
2. What is advertising and how is it different from marketing? **6**
3. When preparing a promotional material which points should be kept in mind? **6**
4. Which type of information is contained in the travel agent's manual? **6**

Activity **6**

You are a tour operator and organize inbound tours. You want to run a campaign for summer season tours. Produce a details report about your plans; the promotional material used, different types of packages available and how the marketing campaign will be run.