

ASSESSMENT # 4**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.