**Iqra National University** **

**Department of Business Administration**

**Mid Term \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Course Title: Hospitality and Tourism Management**

**Instructor: Zeeshan Ibrahim**

Q.No.1. Being a marketeer, formulate a strategy to promote tourism in Pakistan. (15)

Q.No.2: Write a detailed note on the cultural food festivals of Pakistan. (15)