

(6 pages)

Reg. No. :

Code No. : 5614

Sub. Code : HTMM 23

MASTER OF TOURISM MANAGEMENT (CBCS)
DEGREE EXAMINATION, APRIL 2014.

Second Semester

TOURISM MARKETING

(For those who joined in July 2012 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Major mode of transport in ancient times was
 - (a) Ships
 - (b) Horse driven carriages
 - (c) Horses
 - (d) All the three.

2. Specialized Tour Operators concentrate on _____
 - (a) Target Marketing
 - (b) Mass Marketing
 - (c) Product Marketing
 - (d) Service Marketing.
3. Brochure is a type of _____
 - (a) Marketing
 - (b) Distribution
 - (c) Promotion
 - (d) Public Relation.
4. Accommodation Marketing includes _____
 - (a) Room size
 - (b) Furnishings
 - (c) Physical Location
 - (d) All the three.
5. No demand occur when customers are _____ (about) the Product
 - (a) Not Interested
 - (b) Dislike
 - (c) Strong Desire
 - (d) Falling demand of.
6. Social Environment is also called as _____
 - (a) Economic environment
 - (b) Political environment
 - (c) Demographic environment
 - (d) Micro Environment.



7. First Package travel was organized by _____

- (a) Cox and Kings
- (b) Thomas Cook
- (c) SITA
- (d) None of the Three.

8. Indi Rail Pass was introduced in _____

- (a) USA (b) China
- (c) Japan (d) India.

9. Marketing is _____ a mode to customers

- (a) Communication (b) Promotion
- (c) Understanding (d) Motivation.

10. Marketing is a social and managerial process-
whose definition is this

- (a) Alistair Morrison (b) Philip Kotler
- (c) Keith (d) Gilbert and Bailey.

Page 3 **Code No. : 5614**

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceeding 250 words.

11. (a) Define motivation with suitable examples.

Or

(b) Write sort notes on any ONE concepts of Tourism.

12. (a) Define Tourism Marketing with examples.

Or

(b) Write a short note on Demographic Segmentation.

13. (a) Give one method of Tourism Promotion.

Or

(b) Write short notes on Cox and Kings.

14. (a) What is a package tour?

Or

(b) Write the uses of Tour brochure.

Page 4 **Code No. : 5614**
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15. (a) Write the uses of CRS.

Or

- (b) What is Mass Media? Give examples.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceeding 600 words.

16. (a) Explain the role of communication in Travel & Tourism Industry.

Or

- (b) What role does Technology plays in Air Line Industry?

17. (a) Write the role of Tour Operators in Tourism promotion.

Or

- (b) Write about various discount offered by the Tour Operators to their clients.

18. (a) Explain the role of PATA in Tourism Promotion.

Or

- (b) Can Thomas Cook be called as the Father of Package Tour' — discuss.

Page 5

Code No. : 5614

19. (a) Explain Advertising Techniques with examples.

Or

- (b) What are the characters of a Tourism Product?

20. (a) Explain various motivation factors for Travel.

Or

- (b) List out factors influencing tourism development.
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Page 6

Code No. : 5614

