

(6 pages)

Reg. No. :

**Code No. : 12326 E Sub. Code : JMTO 41/
SMTTO 41**

B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Fourth Semester

Tourism and Hospitality Management – Main

TOURISM MARKETING

(For those who joined in July 2016 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. What do you mean by the word 'Market'?
(a) To sale (b) To trade
(c) To purchase (d) None
2. Which one of the following is not a tourism marketing tools?
(a) Public relations (b) Advertising
(c) Verification (d) Sales supports

3. If an advertising campaign does not produce results, what do you do?
- (a) Give up (b) Modify
(c) Continue (d) Justify
4. Which is directed towards a single person?
- (a) Advertising (b) Propaganda
(c) Salesmanship (d) All the above
5. Additional sales support tools for tourism today include special offers like
- (a) Free gifts
(b) Contests
(c) Special off season rates
(d) Premiums
6. The most popular tour nowadays is the
- (a) Relaxation (b) Package
(c) Business (d) Short term
7. Which one is the Tourism Product among the following?
- (a) Industries (b) Shipping
(c) Festivals (d) Politics

8. Which one of the following is the method of sales forecasting?
- (a) Research Method (b) Analyze Method
(c) Desk Research (d) Statistical Method
9. Field surveys market research use this frequently
- (a) Interviews (b) Telescope
(c) Test (d) Questionnaires
10. Secondary data can be obtained through Desk Research which uses
- (a) Census Reports (b) Advertisements
(c) Field Survey (d) Sample Survey

PART B — ($5 \times 5 = 25$ marks)

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

Each answer should not exceed 250 words.

11. (a) Point out the special features of Tourism Marketing.

Or

- (b) What is Mass Production? Explain its importance.

12. (a) Write a short note on planning the advertising.

Or

- (b) Bring out the significance of the marketing objectives.

13. (a) Give an account of the Tourism Product.

Or

- (b) Point out the importance of Brochure.

14. (a) What is Sales Forecasting? Explain.

Or

- (b) Give an account of the important factors of Media selection.

15. (a) Trace out the Motivation Research.

Or

- (b) Bring out the importance of Public Relations techniques.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Assess the strategy of market segmentation in Tourism.

Or

- (b) Critically examine the features of Marketing Mix.

17. (a) Trace about the various kinds of Consumer information.

Or

- (b) Discuss the various characteristics of Media Selection.

18. (a) Enlist the Sales Support Techniques in Tourism.

Or

- (b) Analyze the important kinds of information in Tourism Marketing.

19. (a) Critically analyses the forecast techniques applied to Tourism Demand.

Or

- (b) Examine the various methods of Sales Forecasting.

20. (a) Analyze the Publicity Media and its importance.

Or

- (b) Write an essay on the Research Techniques.
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