

(6 pages)

Reg. No. :

Code No. : 22862 E Sub. Code : JMTO 41/
SMTTO 41

B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2019.

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. The _____ is a combination of products and services.
- (a) tourism product
 - (b) tourism
 - (c) raw material
 - (d) factor

2. _____ is the mediator in the tourism marketing.
- (a) tourist guide (b) tourism agent
 - (c) tourists (d) advertiser
3. The information of tourism centres are described through _____ to the public.
- (a) Institution (b) Concession
 - (c) Advertisements (d) markets
4. The explanation of PATA is _____.
- (a) Pacific Asia Travel Association
 - (b) Pacific Africa Travel Association
 - (c) Pacific America Travel Association
 - (d) Pacific Australia Travel Association
5. _____ is the famous product in Kanchipuram.
- (a) Mirror (b) Silk
 - (c) Marble (d) Diamond
6. The marketing mix is the _____.
- (a) Combination of markets
 - (b) Combination of travel agents
 - (c) Combination of tourism elements
 - (d) Combination of society

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7. _____ is the first work for the advertisements.

- (a) Planning
- (b) Preparation of words
- (c) Informations
- (d) Slogans

8. _____ is the important in the growth of tourism.

- (a) Communication relations
- (b) Individual relations
- (c) Institution relations
- (d) Public relations

9. The market research is the _____ work.

- (a) Starting
- (b) Continuous
- (c) Ending
- (d) Highest

10. Sample survey is followed in _____ research.

- (a) Field
- (b) Desk
- (c) Data
- (d) Market

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PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Summarise the definitions of the market segments.

Or

(b) Write a note on tourism product.

12. (a) State the methods for media selections in advertisement.

Or

(b) Narrate the role of travel accounts for the growth of tourism.

13. (a) Describe the methods of display in tourism market.

Or

(b) Give an account of the supply of tourism product.

14. (a) Bring out the factors for sales in tourism.

Or

(b) Sketch the methods of sales in tourism market.

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15. (a) Mention the techniques in public relations.

Or

- (b) Point out the personality development in marketing.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Write an essay on tourism marketing.

Or

- (b) Discuss the main features in the tourism marketing mix.

17. (a) Estimate the purpose of advertisement in tourism.

Or

- (b) Critically analyse the planning for advertising.

18. (a) Evaluate the conferences for sale in tourism product.

Or

- (b) Describe the exhibition services for sale in tourism product.

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19. (a) Examine the sales forecasting.

Or

- (b) Illustrate the techniques and uses of sales forecasting.

20. (a) List out the role of organisations in the marketing research in tourism.

Or

- (b) Enumerate the method of collection of data and sources for marketing research in tourism.
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