

(6 pages)

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Code No. : 5615

Sub. Code : HTMM 41

MASTER OF TOURISM MANAGEMENT (CBCS)
DEGREE EXAMINATION, APRIL 2015.

Fourth Semester

EFFECTIVE COMMUNICATION AND PROMOTION
OF TOURISM

(For those who joined in July 2012 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Brochure is a type of _____.
(a) Marketing (b) Distribution
(c) Promotion (d) Public Relation.
2. _____ presentation is the conversation with one or more prospective customer.
(a) OHP (b) Display
(c) Oral (d) Tele-marketing

3. Which of the following media is suitable for customers who are widely scattered?
(a) Mass media (b) Internet
(c) Hoardings (d) Personal mail
4. Word of mouth is a tool for _____.
(a) Increase in sales (b) Personal selling
(c) Publicity (d) Sales promotion
5. Long term relationship is created by
(a) Advertising (b) Marketing
(c) Personnel selling (d) Pricing techniques.
6. First stage in Personnel selling process is
(a) Object handling (b) Making first contact
(c) Sales call (d) Prospecting
7. Market is
(a) Geographically concentrated
(b) Geographically dispersed
(c) Geographically similar
(d) Geographically varied

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8. Example of promotion technique is _____.
(a) Merchandising (b) POS
(c) Advertising (d) POP
9. Which of the following is *not* a corporate Literature?
(a) In-house magazine (b) Brochures
(c) Financial Reports (d) Financial magazine
10. How many stage are there in PLC?
(a) 7 (b) 3
(c) 4 (d) 5

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) How advertising is used as promotional tool?
Or
(b) Write a short note on sales promotion.

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12. (a) What role sales promotion play in marketing?

Or

- (b) Describe the term push strategy.

13. (a) Write a note on pull strategy.

Or

- (b) Which factors are to be considered when designing promotional campaign?

14. (a) Write the advantage of sales promotion.

Or

- (b) Write a note on marketing communication.

15. (a) What role premium play in sales promotion?

Or

- (b) Write a short note on direct marketing.

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PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) What are the challenges faced by the hotel sector in introductory stage.

Or

- (b) Explain the role of marketing executive of a tour operator.

17. (a) Why it is necessary to carry out market research prior to opening of new hotel ventures?

Or

- (b) Write the successful steps in sales promotion.

18. (a) Write the role of technology in hospitality marketing.

Or

- (b) Maps used by tourist - is it a media?

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19. (a) Give example of sales support tools in Hospitality marketing and Explain.

Or

- (b) Radio as a media - State your view on its reach to potential customers.

20. (a) Write the components of hotel product.

Or

- (b) What is specialized advertising? Explain any two.

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