

TM153295A

Reg. No:.....

Name:.....

M. T. T. M. DEGREE (C.S.S.) EXAMINATION, OCTOBER 2016
SEMESTER III – TOURISM & TRAVEL MANAGEMENT
TM3C13M – TOURISM MARKETING

Time: Three Hours

Maximum Marks: 75

PART A

I. Answer any five questions. Each question carries 3 marks

1. Define Marketing
2. Differentiate between Segmentation and Targeting
3. What is meant by Product Positioning?
4. Write any three features of Tourism Market
5. Mention the P's of Tourism Marketing
6. Define Market Research
7. What do you mean by Demand Forecasting?

(5x3=15)

PART B

II. Answer any six questions. Each question carries 5 marks

8. Briefly discuss the basic nature of Tourism Marketing
9. How is tourism product different from other products in the market?
10. Write a note on World Tourism Markets
11. Explain the bases for Tourism Market Segmentation
12. Define Price and discuss the strategies concerned
13. Explain the role of Physical Evidence in Tourism Marketing
14. Discuss the scope of Intermediaries in Tourism Marketing
15. Give short note on NGO's in Tourism Marketing
16. Briefly explain MIS

(6x5=30)

PART C

III. Answer any two questions. Each question carries 15 marks

17. Discuss in detail the features of an effective Marketing Mix
18. Describe the generally accepted Marketing Principles
19. Elucidate the role of Branding in Tourism Marketing
20. Discuss the recent trends in Tourism Marketing

(2x15=30)