

TM243224X

Reg. No :

Name :

MASTER'S DEGREE (C.S.S) EXAMINATION, NOVEMBER 2024

2023 ADMISSIONS REGULAR

M.T.T.M SEMESTER III - CORE COURSE

TT3C13TM20 - Tourism Marketing and Public Relations

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight

(8x1=8)

1. What do you understand by Selling Concept?
2. Explain the concept of Product Mix.
3. Explain the term Product Line.
4. Explain Functional Positioning.
5. Why is it necessary to segment the market?
6. Define Targeting.
7. What do you mean by Skimming Pricing?
8. Explain the term Advertising.
9. Explain the term Publicity.
10. What do you mean by Physical Evidence?

Part B

II. Answer any Six questions. Each question carries 2 weight

(6x2=12)

11. Write a note on the Ps of Marketing?
12. Evaluate on the various Brand Strategy decisions taken for a Product.
13. Explain Consumer Buying Process.
14. Explain segmentation and its types.
15. Explain the role of positioning.
16. What are the different types of advertising involved.
17. What do you mean by Pricing and explain its three common strategies?
18. Explain the importance of PR in tourism industry.

Part C

III. Answer any Two questions. Each question carries 5 weight

(2x5=10)

19. What do you mean by service marketing state its characteristics, and explain its Mix?
20. Write an essay on Segmentation, Types and the bases for industrial and consumer products?
21. Briefly evaluate the dynamics involved in the Channel.
22. Write an essay on PR in today's modern world.