22/10/25

TM2538580

Reg. No :.....

Name :.....

MASTER'S DEGREE (C.S.S) EXAMINATION, OCTOBER 2025

2024 ADMISSIONS REGULAR

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. State and Explain the Components of Product Mix.
3. Evaluate on the managerial dimension of Products.
4. Define Targeting.
5. Explain Concentrated Targeting.
6. Give an example of Behaviourial segmentation.
7. List the three legs of Advertising.
8. What do you mean by Seasonal Discounts?
9. What do you mean by Skimming Pricing?
10. Explain the importance of people P in service Marketing.

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. Briefly explain TALC Model.
14. Explain the bases of segmentation.
15. Write on Psychographic segmentation?
16. What do you mean by promotion and explain its mix?
17. Evaluate the channel levels different products utilize.
18. Explain the functions of public relations.

Part C

III. Answer any Two questions. Each question carries 5 weight (2x5=10)

19. What is Consumer Buying Behaviour? Explain the types and Factors involved.
20. What is Segmentation and explain the bases of Segmentation?
21. Salesmen is an important element in the promotion explain the different types of salesmen involved.
22. Write an essay on PR in todays modern world.