



QP CODE: 22100899



22100899

Reg No :

Name :

BTTM DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, APRIL 2022

Sixth Semester

Bachelor of Tourism and Travel Management

CORE COURSE - TT6CRT23 - TOURISM MARKETING

2017 Admission Onwards

5095E107

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Explain the function of exchange.
2. How an organisation can reduce the cost of production?
3. Explain the selling concept.
4. What is marketing concept?
5. Explain the importance of consumer response.
6. What is field research?
7. Define Behavioural segmentation.
8. What do you mean by SWOT analysis?
9. Give the different stages of PLC.
10. Explain differentiated pricing.
11. List out the major elements in promotion mix.
12. Give short account of promotional strategy.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain the concept and meaning of tourism marketing.





14. Write a brief account of the characteristics of tourism marketing.
15. Why CRM is important in Tourism marketing? Give examples.
16. Define marketing research. Give the significance of marketing research.
17. Write the various methods of marketing research. Explain survey method of research.
18. What is segmentation? Explain demographic segmentation.
19. Explain product Mix.
20. Give a brief account of " product concept".
21. Write the concept of promotional budget.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Describe the process of tourism marketing.
23. Define Marketing Research. Describe the objectives and limitations of marketing.
24. Explain the concept of market Segmentation.
25. Describe the steps involved in new product development.

(2×15=30)

