



23105114

QP CODE: 23105114

Reg No : .....

Name : .....

**BTTM DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,  
MARCH 2023**

**Sixth Semester**

Bachelor of Tourism and Travel Management

**CORE COURSE - TT6CRT23 - TOURISM MARKETING**

2017 Admission Onwards

9817B033

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. What do you mean by marketing of tourism product?
2. What do you mean by customer oriented marketing?
3. Explain demand.
4. How an organisation can reduce the cost of production?
5. Explain the importance of knowing the buyers?
6. What is field research?
7. List out two bases of segmentation.
8. Define Behavioural segmentation.
9. What do you mean by idea screening?
10. Explain premium pricing.
11. Explain direct marketing.
12. List out the features of service marketing.

(10×2=20)

**Part B**

*Answer any **six** questions.*

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





13. Give the definition and concept of tourism marketing.
14. What are the marketing management philosophies. Explain selling concept.
15. What are the marketing management philosophies. Explain societal marketing concept.
16. Define marketing research. Give the significance of marketing research?
17. Give a brief account of marketing research process.
18. What is segmentation? Explain psychological segmentation.
19. Describe any one promotional method in tourism marketing.
20. Discuss the important product mix strategies.
21. Discuss the role of GDS in the marketing of Airlines.

(6×5=30)

**Part C**

*Answer any **two** questions.*

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

22. Describe the process of tourism marketing.
23. Highlight the importance of marketing research in today's marketing scenario in India.
24. Define market planning. What are the objectives of market planning?
25. Discuss the process of product development.

(2×15=30)

