

E 1619

(Pages : 2)

Reg. No.....

Name.....

B.T.S. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2016

Sixth Semester

Core Course 18—TOURISM MARKETING

(2013 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. Define Marketing.
2. Differentiate between products and services .
3. What is product concept of marketing ?
4. State any *one* importance of tourism marketing.
5. Define marketing research.
6. Expand CRM.
7. Define market segmentation.
8. Define PLC.
9. Who is a customer ?
10. Define e-marketing.

(10 × 1 = 10)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. Explain the stages of PLC.
12. Explain the various elements of promotion.
13. Define Marketing Research.
14. Briefly explain the bases of segmentation for a tourism product.
15. Distinguish between selling and marketing.
16. Define prestige pricing.
17. What do you understand by responsible tourism ?

Turn over

18. Explain tourism product packaging.
19. Explain the factors influencing pricing of tourism products.
20. Explain the components of a marketing plan?
21. Briefly note down the concept of destination branding.
22. Define publicity.

(8 × 2 = 16)

Part C

*Answer any six questions.
Each question carries 4 marks.*

23. Explain the role of ICT in tourism marketing.
24. Explain the linkage between marketing research and segmentation.
25. Distinguish between tourism marketing and services marketing.
26. Explain the factors that influence setting up of an advertising budget.
27. Differentiate between product mix and product line.
28. Explain how Kerala can market and position itself as a medical tourism destination.
29. Explain the marketing mix elements of an Airline.
30. How tourism marketing is different from other services marketing ?
31. Explain the stages of new product development.

(6 × 4 = 24)

Part D

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

32. Write an essay on different pricing strategies.
33. Briefly explain the marketing strategies which you advise for Kerala.
34. Explain, why Kerala is one of superbrand in the world of brand marketing.
35. Write briefly 8ps of Tourism marketing.

(2 × 15 = 30)