

**E 5933**

(Pages : 2)

Reg. No.....

Name.....

**B.T.S. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017**

**Sixth Semester**

**Core Course 18—TOURISM MARKETING**

(2013 Admission onwards)

Time : Three Hours

Maximum Marks : 80

**Part A**

*Answer all questions.  
Each question carries 1 mark.*

1. Expand CRM.
2. List down the 4ps of marketing ?
3. The process of dividing market into homogenous submarkets is known as \_\_\_\_\_.
4. The ultimate aim of marketing is satisfaction of \_\_\_\_\_.
5. Paid form of non personal presentation of ideas, goods and services by an identified sponsor is called \_\_\_\_\_.
6. \_\_\_\_\_ is known as providing name, term or symbol to a product.
7. Entering a new market with lower price where substitute products are available is known as \_\_\_\_\_.
8. \_\_\_\_\_ is an example of price discrimination.
9. Define product ?
10. \_\_\_\_\_ are the intermediaries in tourism product distribution.

(10 × 1 = 10)

**Part B**

*Answer any eight questions.  
Each question carries 2 marks.*

11. Explain the stages of new product development.
12. Explain the core concepts of marketing.
13. Briefly explain the process of marketing research.
14. Distinguish between selling and marketing.
15. Explain tourism product packaging.
16. What is the USP of kerala tourism promotion ?

**Turn over**

17. What do you mean by a market plan ?
18. What is the product of an airline ?
19. Define publicity.
20. Explain the factors influencing pricing of tourism products.
21. Explain the characteristics of services.
22. Briefly note down the concept of destination branding.

(8 × 2 = 16)

### Part C

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

23. Explain Product planning and management.
24. Explain the marketing efforts of Kerala tourist destination.
25. Explain the competing concepts in marketing.
26. Explain the recent trends in marketing by different sectors of Tourism.
27. Explain the stages of Product life cycle with diagram.
28. Explain the different types of segmentation variables.
29. Differentiate between product mix and product line.
30. Briefly explain the factors that determine the selection of a market segment.
31. Explain the role of travel agent in tourism distribution.

(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 marketing mix. Explain the marketing mix of any airline of your choice.
34. Write an essay on Incredible India campaign.
35. How is Kerala tourism marketing the destination with special emphasis on on-line marketing ?

(2 × 15 = 30)