

B.T.S. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2019

Sixth Semester

Core Course 18—TOURISM MARKETING

(2013 Admission onwards)

Time : Three Hours

Maximum Marks : 80

Part A (Short Answer Questions)

Answer all questions.

1 mark each.

1. Give the meaning of marketing.
2. What are tourism fairs ?
3. Define tourism marketing.
4. What is a product ?
5. Define idea generation.
6. _____ marketing is best with customers who most affect the company's future.
7. Mention the 5th P in marketing Tourism Services.
8. Define CRM.
9. List out three types of distribution strategies.
10. List out two products of Kerala tourism.

(10 × 1 =10)

Part B (Brief Answer Questions)

Answer any eight questions.

2 marks each.

11. What is variable pricing ?
12. What is Psychographic tour market segmentation ?
13. What is online marketing ?
14. Differentiate between product marketing and service marketing.
15. Explain, what is tourism marketing.
16. How is selling different from marketing ?

Turn over

17. What is branding ?
18. What is the USP of India tourism marketing ?
19. What is promotion mix ?
20. What is purpose of conducting Kerala Travel Mart ?
21. What do you understand by tourism markets ?
22. What are the characteristics of an airline's product ?

(8 × 2 = 16)

Part C (Descriptive/ Short Essay Questions)

Answer any six questions.

4 marks each.

23. Write a note on the P's of marketing.
24. Explain the characteristics of tourism marketing.
25. Do a SWOT analysis on the marketing strategy of Kerala tourism.
26. Discuss the relevance of market research in tourism marketing.
27. Explain the benefits of a sound marketing mix.
28. Illustrate the different stages of Product life cycle.
29. Discuss the common techniques used for conducting marketing research.
30. Write a short note on market segmentation in travel and tourism.
31. Explain various issues to be kept in mind while devising a Marketing Plan for an airline.

(6 × 4 = 24)

Part D (Long Essays)

Answer any two questions.

15 marks each.

32. Kerala was victim of the recent floods. How did social media play a key role in bringing back the tourists in Kerala ? Explain the benefits of a sound promotion mix.
33. Explain the process of formulating marketing strategies by star category hotels.
34. Define marketing management. Explain the philosophies of marketing management.
35. Discuss the impact of technological advances in Tourism Marketing.

(2 × 15 = 30)