

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2015– 2016 and thereafter)

SUBJECT CODE: 15HS/MC/TM55

B. A. DEGREE EXAMINATION, NOVEMBER 2019

BRANCH IA– HISTORY AND TOURISM

FIFTH SEMESTER

COURSE : MAJOR - CORE
PAPER : TOURISM MARKETING AND MANAGEMENT
TIME : 3 HOURS **MAX.MARKS:100**

SECTION – A

I. ANSWER ALL THE QUESTIONS IN 30 WORDS EACH. (10X3=30)

1. Tourism marketing
2. Tourism management
3. Tourism managers
4. Tourism planning
5. Tourism policy
6. Buying behaviour
7. Business environment
8. Staffing
9. Market research
10. Tourism promotion

SECTION – B

II. ANSWER ANY FIVE QUESTIONS IN 300 WORDS EACH. (5X8=40)

11. Write a note on marketing theory.
12. Explain the core principles of marketing.
13. Write a short note on essentials of service management.
14. Explain marketing information system.
15. Explain the types of organization.
16. Write a note on marketing mix.
17. What are the activities involved in tourism promotion.
18. Explain branding and pricing.

SECTION – C

III. ANSWER ALL THE QUESTIONS IN 1000 WORDS EACH. (3X10=30)

19. (a). Elucidate on the concept and characteristics of tourism management.
(OR)
(b). Explain in detail the nature and functions of tourism managers.
20. (a). Elucidate SWOT analysis.
(OR)
(b). Explain in detail on the staffing, recruitment process in the HR management.
21. (a). Discuss the marketing strategy of segmentation.
(OR)
(b). Explain the steps involved in destination marketing
