

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI-600086
(For candidates admitted from the academic year 2019-2020)
END SEMESTER EXAMINATION 2020
BVOC TOURISM & HOSPITALITY

Paper: Tourism Marketing
Code: 19VT/VA/TM35

Duration: 1Hr 30 Mins
Max Marks: 50

SECTION -A

Answer any FIVE questions in not more than 30 words each **(3 x 5 = 15)**

1. What is TourismMarketing?
2. What is Tourism Sales Promotion?
3. What is Accountability?
4. Illustrate SWOT analysis
5. What are the objectives of Advertising?
6. Write a note on the Importance of Business environment.
7. Define Services.

SECTION – B

Answer any FIVE in not more than 300 words each **(5 x 5 = 25)**

8. Explain the determinants of Consumer behaviour.
9. Discuss the 3 basic components of Marketing Information System.
10. Briefly explain the Market segmentation.
11. Give an account on Tourism promotional and marketing strategies adopted in India.
12. Write a note on Marketing Mix.
13. Explain the Service Characteristics of Tourism Industry.
14. Discuss in detail the role of destination management organisation.

SECTION – C

Answer any ONE in not more than 1000 words each **(1 x 10 = 10)**

15. Discuss the types of Tourism businesses and their Marketing Challenges.
16. Give a detailed account on Tourism Planning.
