

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

(For candidates admitted during the academic year 2019-20 and thereafter)

SUBJECT CODE: 19ID/IC/TM55

B.COM./B.A. HISTORY DEGREE EXAMINATION

NOVEMBER 2021 FIFTH SEMESTER

COURSE: INTERDISCIPLINARY CORE

PAPER: TOURISM MARKETING AND MANAGEMENT

TIME : 3 HOURS

MAX. MARKS: 100

Section A

Answer ALL the questions in about 30 words each.

(10 × 3 = 30)

1. Define marketing.
2. Discuss why marketing is important for tourism.
3. What is SWOT analysis?
4. Why is it necessary to pay attention to the business environment?
5. What are the responsibilities of first-level managers?
6. Differentiate advertising from publicity.
7. What is trade promotion?
8. What is destination marketing?
9. Write a short note on direct selling.
10. What is recruitment?

Section B

Answer any FOUR in about 300 words each.

(4 × 10 = 40)

11. Write a note on the functions of tourism managers.
12. What are the constraints in the marketing of services such as tourism? Discuss some ways of dealing with these constraints.
13. Outline the steps of strategic planning.
14. Compare and contrast the different forms of organizational structure (line, line-and-staff, and matrix).
15. Explain the importance of advertising in promotion.
16. Name the PR tools available for promoting a tourism company.
17. Discuss the various sources available for recruitment.
18. Explain the role and functions of a destination management organization.

Section C

Answer ALL questions in about 1000 words each.

(2 × 15 = 30)

19. (a) Describe the challenges of managing services such as tourism and the ways in which a tourism marketer or manager can deal with these.

OR

(b) What are the elements of the business environment? Discuss why it is important to pay attention to these with examples from tourism.

20. (a) Bring out the various stages of decision making undertaken by a tourist consumer.

OR

(b) Explain the factors influencing buying behaviour of a tourist consumer.