

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2019– 2020 and thereafter)

SUBJECT CODE: 19VT/VA/TM35
B.Voc. DEGREE EXAMINATION, NOVEMBER 2022
TOURISM AND HOSPITALITY

THIRD SEMESTER

COURSE : ALLIED - CORE
PAPER : TOURISM MARKETING
TIME : 3 HOURS **MAX.MARKS :100**

SECTION – A

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

1. Service marketing
2. Perishable
3. Partnership
4. Tourism Products
5. Organization
6. Staff
7. Price
8. Brand
9. Promotion
10. Destination Marketing Organization

SECTION – B

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

11. Bring out the importance of Tourism marketing.
12. Identify the various issues in service marketing.
13. Explain the nature of Tourism Planning.
14. Discuss on weakness of Tourism Industry.
15. Write a short note on advantages of Line Structure Organization.
16. Write a brief note on Marketing Mix.
17. Explain the different types of promotion.
18. How are advertisements useful in promoting Tourism?

SECTION – C

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

19. (a) Explain about the factors in Service Industry.
(OR)
(b) Elaborate on various Tourism Planning Process.
20. (a) Explain briefly the line and staff organization.
(OR)
(b) What are the factors that influence consumer behavior?
21. (a) Write an account on market segmentation.
(OR)
(b) Critically evaluate the processes of Destination Marketing.
