

**B.A./B.Com. DEGREE EXAMINATION NOVEMBER 2022**  
**FIFTH SEMESTER**

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

**SECTION – A**

**I. ANSWER ALL QUESTIONS IN 30 WORDS EACH. (10x3=30)**

1. Define Marketing. Discuss why marketing is important for tourism.
2. What is a DMO? Explain with an example.
3. What is SWOT analysis?
4. Bring out the significance of the business environment in Tourism.
5. What are the responsibilities of top-level managers?
6. How is advertising different from publicity?
7. Illustrate consumer level sales promotion offered by an Airline.
8. What is a Marketing Information System?
9. List the different methods of pricing a tourism product.
10. What are the stages of the Staffing process?

**SECTION – B**

**II. ANSWER ANY FIVE QUESTIONS IN 300 WORDS EACH. (5x8=40)**

11. Explain the 5M's of Advertising in Promotion.
12. Discuss the roles and functions of tourism managers.
13. Analyse the constraints faced in Tourism Marketing.
14. Outline the steps of strategic planning.
15. Compare and contrast the different forms of organizational structure (line, line-and-staff, and matrix).
16. Explain the Stanley Plog's Model of Tourist behaviour with a diagrammatic representation.
17. Name the PR tools available for promoting a tourism company.
18. What is Recruitment? Explain the various sources available for recruitment.

**SECTION – C**

**III. ANSWER ALL THE QUESTIONS IN 1000 WORDS EACH. (3x10=30)**

19. (a) Describe the challenges faced by a tourism operator or manager in offering / managing tourism services. Illustrate with examples.

**(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) What is market segmentation? Bring out the various methods of demographic and psychographic segmentation of a tourism market.

**(OR)**

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

21. (a) Explain the role and functions of a destination management organization.

**(OR)**

- (b) Choose a popular airline with global presence and patronage. Discuss the reasons and factors for the success of their branding ideology.