

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2010 –2011)

SUBJECT CODE: HS/AC/TK44

B. A. DEGREE EXAMINATION APRIL 2012
BRANCH I - HISTORY
FOURTH SEMESTER

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

SECTION – A

ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 30 WORDS:
(10 X 3 = 30)

1. Basic Concepts of Marketing
2. Customer Value
3. Marketing Mix
4. Service Intangibility
5. Internal Marketing
6. Objectives of Pricing
7. Components of Marketing Information System
8. Marketing Research
9. Importance of Market Segmentation
10. Stages of Product

SECTION – B

ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 300 WORDS:
(5 X 8 = 40)

11. Explain the purpose of Travel Industry Marketing.
12. Describe the Marketing Management Philosophies.
13. How companies respond to the Marketing Environment?
14. Explain the key sources of information in marketing.
15. Describe the internal and external factors of pricing a product.
16. State and explain the different bases for market segmentation.
17. Discuss the key tools of Sales Promotion in the tourism industry.
18. Explain the principles to be followed in formulating the Tourism Product Mix.

SECTION – C

**ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 1000 WORDS:
(3 X 10 = 30)**

19. (a) Assess the growth of tourism marketing in India.

(or)

(b) Describe the components of Marketing Information System.

20. (a) Explain Business Strategy Planning

(or)

(b) Examine the process of Internal Marketing.

21. (a) Analyse the role of Pricing objectives and policies in tourism marketing.

(or)

(b) Evaluate the advantages of advertising in tourism marketing and determine its effectiveness.
