

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

B.A./B.Com. DEGREE EXAMINATION NOVEMBER 2023
FIFTH SEMESTER

COURSE : INTERDISCIPLINARY CORE
PAPER : TOURISM MARKETING AND MANAGEMENT
SUBJECT CODE : 19ID/IC/TM55
TIME : 3 HOURS
100

MAX.MARKS :

SECTION – A

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

1. Define Consumer Behaviour.
2. Bring out the significance of tourism.
3. What is SWOT analysis?
4. Why is it necessary to pay attention to the business environment?
5. Who are first level managers?
6. Differentiate Publicity and Public Relations.
7. Write a short note on Sales Promotion.
8. Explain the importance of destination marketing.
9. What is Staffing?
10. What is a DMO? Give an example.

SECTION – B

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

11. What is Market Research? Outline the steps in the Market Research Process.
12. What are the constraints in the marketing of services such as tourism?
13. Outline the steps of strategic planning.
14. Elaborate on the various responsibilities of the top, middle and first level managers.
15. Explain the importance of the Marketing Mix variables in tourism.
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

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

19. (a) Write an essay on service management with examples from tourism.

(OR)

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

20. (a) Compare and contrast the line, line-and-staff, and matrix forms of organizational structure.

(OR)

- (b) What is market segmentation. Discuss the various methods of segmentation used in segmenting a tourism market.

21. (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.