

**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 2024**  
**FIFTH SEMESTER**

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

**SECTION A**

**Answer ALL the following in about 30 words each.**

**(10 × 3 = 30)**

1. What is perishability? Why are tourism products considered perishable?
2. Describe the elements of the marketing mix.
3. What are the ways in which internal data can be used as part of the marketing information system?
4. Define strategic planning.
5. Briefly describe the role of mid-level managers in an organization.
6. What is a DMO and what is its main purpose?
7. What is the difference between primary and secondary data in research?
8. Give an example of how culture may affect buying behaviour in tourism.
9. What are the advantages of direct selling?
10. Give an example of destination branding.

**SECTION B**

**Answer any FIVE in about 300 words each.**

**(5 × 8 = 40)**

11. Discuss why it is important to market destinations and other tourism products.
12. Describe the process of strategic planning.
13. Analyze the functions of the different levels of authority in an organization.
14. What are the factors which impact consumer behaviour in tourism?
15. Outline the major promotion techniques used by travel and tourism businesses.
16. Write a note on the constraints of tourism marketing.
17. Write a note on the process of staffing and its challenges in travel businesses.
18. Explain the importance and outline the process of marketing research in tourism.

**SECTION C**

**Answer ALL in not more than 1000 words each**

**(3 × 10 = 30)**

19. (a) Explain the processes and challenges involved in the management of services such as tourism. Give examples.

**(OR)**

(b) Distinguish the different parts of the marketing environment of a typical travel company and discuss why a marketer should pay attention to each.

20. (a) Compare and contrast line, line-and-staff, and matrix forms of organization.

**(OR)**

(b) Discuss the various distribution strategies used by travel businesses.

21. (a) Examine the role of branding in tourism, using destination branding as an example.

**(OR)**

(b) Explain segmentation and show the different ways in which this can be done with reference to tourism.

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