

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI 600 086**  
**(For candidates admitted during the academic year 2022 – 2023)**

**B.A. DEGREE EXAMINATION NOVEMBER 2024**  
**FIFTH SEMESTER**

**COURSE : INTERDISCIPLINARY CORE**  
**PAPER : TOURISM MARKETING AND MANAGEMENT**  
**SUBJECT CODE : 22ID/IC/TK55**  
**TIME : 3 HOURS** **MAX.MARKS : 100**

**SECTION – A**

**Answer ALL the following in about 30 words each.** **(10 × 3 = 30)**

1. Why is it important to market tourism destinations?
2. What is intangibility?
3. Give an example of how internal data can be used as part of the Marketing Information System.
4. Define strategic planning.
5. What are the unique features of matrix organizations?
6. Briefly describe one important responsibility of first-level managers.
7. Define MICE tourism and give one reason for its importance.
8. What are the elements of the marketing mix?
9. Give an example of segmentation by geography in a travel business.
10. What are online travel agencies?

**SECTION B**

**Answer any FIVE in about 300 words each.** **(5 × 8 = 40)**

11. Discuss the process of marketing with example from tourism.
12. Write a note on the constraints of marketing tourism.
13. Analyze any Indian destination with using the SWOT framework.
14. What are the steps of strategic planning? Illustrate your answer with examples from tourism.
15. Write a note on sectoral organizations in tourism.
16. Distinguish between the roles and responsibilities of persons at different levels of authority in an organization.
17. Explain the factors which may impact consumer behaviour.
18. What are the major pricing strategies commonly used in the tourism industry?

**SECTION C**

**Answer ALL in about 1000 words each.** **(3 × 10 = 30)**

19. (a) Describe strategies for marketing of services such as tourism.  
**(OR)**  
(b) Examine the various elements of the business environment with special reference to tourism.
20. (a) Compare and contrast line, line-and-staff, and matrix forms of organizations.  
**(OR)**  
(b) Explain the various strategies used by travel businesses to distribute their products.
21. (a) List out and explain the distinctive features, advantages, and disadvantages of the different forms of promotion used in the tourism industry.  
**(OR)**  
(b) What is segmentation? Discuss the various bases of segmentation and how these can be effectively used by tourism organizations.

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