

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
(For Candidates admitted during the academic year 2011-12)

SUBJECT CODE: 11HS/MC/TM54

B.A. DEGREE EXAMINATION NOVEMBER 2013
BRANCH I A– HISTORY AND TOURISM
FIFTH SEMESTER

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

SECTION– A

ANSWER ALL TEN QUESTIONS. EACH ANSWER SHOULD NOT EXCEED 30 WORDS.
(10 X 3 = 30)

1. Name the industries related to hospitality industry?
2. What does the term service culture mean ?
3. Define public relation?
4. Explain matrix organization?
5. What is the purpose of marketing?
6. Define staff organization ?
7. When does segmentation takes place?
8. What does planning mean?
9. What do you mean by strategy?
10. Explain business environment ?

SECTION– B

ANSWER ANY FIVE QUESTIONS. EACH ANSWER SHOULD NOT EXCEED 250 WORDS.
(5X8= 40)

11. What is the purpose of market research?
12. Discuss the constraints of tourism marketing?
13. Why is planning considered a vital aspect in tourism management ?
14. Elaborate distribution strategy of tourism ?
15. How does destination organization help in the economic development of a country?
16. What are the primary goals of service management?
17. Marketing information system are essential means of tourism marketing- do- you-agree?
18. Explain the features and merits of line organization?

SECTION– C

ANSWER ALL QUESTIONS. EACH ANSWER SHOULD NOT EXCEED 1000 WORDS. (3X10=30)

- 19.a) Four Ps is a business tool in marketing industry – comment.

OR

- b) Define market segmentation and bases of segmentation?

- 20.a) Explain in detail the nature and characteristic of hospitality industry and its present trend?

OR

- b) Tourism marketing is an essential tool for promoting tourism?

- 21.a) Define the role of media and communication in promoting tourism?

OR

- b) How does SWOT analysis help in assessing an organization?
