

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

SUBJECT CODE: 11HS/MC/TM54

B.A. DEGREE EXAMINATION NOVEMBER 2014
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. Tourism Products
2. Package Tour
3. What is business environment?
4. Define marketing information system.
5. What do you understand by line organization?
6. Write down any two major uses of staff organization
7. Define marketing research
8. Mention any two major methods of upgrading tourism market
9. What is market segmentation?
10. Define geographic segmentation.

SECTION– B

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

11. Discuss the constraints of tourism marketing?
12. Analyse the importance of tourism market planning.
13. Describe the conditions for effective matrix organization
14. Explain the distributive strategy of tourism.
15. Discuss the decision process for segmentation.
16. Write a note on strategic planning.
17. Examine the functions of N T O
18. Discuss the role of media in promoting tourism.

SECTION– C

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

- 19.a) List out and explain the essentials of service management.
OR
b) Define SWOT analysis and bring out its significance tourism market planning.
- 20.a) Elucidate the merits of sectoral and destination organization
OR
b) “A successful tourism marketing requires 4 ps” - Substantiate
- 21.a) Describe the salient features of the hospitality industry.
OR
b) Discuss the various bases of segmentation in tourism marketing.
