

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2004 –2005 & thereafter)

SUBJECT CODE: VC/AC/TM43

B. A. DEGREE EXAMINATION APRIL 2007
BRANCH I - HISTORY
FOURTH SEMESTER

COURSE : ALLIED - CORE
PAPER : TOURISM MARKETING

TIME : 3 HOURS. MAX. MARKS: 100

SECTION – A

**ANSWER ANY TEN QUESTIONS. EACH ANSWER NOT TO EXCEED
30 WORDS: (10 X 3 = 30)**

1. What is the need for tourism marketing?
2. Write a note on fair image.
3. State the significance of Internal Reporting System.
4. What are the key sources of information in tourism?
5. What do you mean by tourism product planning?
6. Write briefly on Sample Survey.
7. Identify two disadvantages of print medium.
8. State the advantages of discounts.
9. What do you mean by Social Skills?
10. Identify different bases of segmentation.
11. What is direct marketing?
12. State the importance of life style.

SECTION – B

**ANSWER ANY EIGHT QUESTIONS. EACH ANSWER NOT TO
EXCEED 250 WORDS: (8 X 5 = 40)**

13. Explain the significance of tourism marketing.
14. What are the constraints of tourism marketing?
15. Identify the key components of Marketing Information Systems.
16. Write a note on the methods of research.
17. Write briefly on SWOT analysis.
18. Explain the importance of Brands.
19. What are the pricing objectives?
20. Discuss the importance of advertising.
21. Explain the importance of Market Segmentation.
22. What are the components of effective market segmentation?

SECTION – C

ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 800 WORDS: (3 X 10 = 30)

23. a) Write an essay on the tourism marketing in developing countries.

OR

b) The management of marketing information is a vital aspect of tourism marketing. Discuss.

24. a) Describe the stages involved in strategic market planning.

OR

b) Analyse various pricing policies.

25. a) Discuss the key tools of sales promotion in the tourism industry.

OR

b) Explain the decision processes for market segmentation.
