

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86

(For candidates admitted from the academic year 2008 –2009)

SUBJECT CODE: VC/AC/TK44

B. A. DEGREE EXAMINATION APRIL 2010

BRANCH I - HISTORY

FOURTH SEMESTER

COURSE : ALLIED - CORE
PAPER : TOURISM MARKETING
TIME : 3 HOURS.

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 30 WORDS:

(10 X 3 = 30)

1. Define Tourism Marketing.
2. Market Segmentation.
3. Sample Survey
4. `Incredible India' campaign.
5. Familiarization Tours.
6. Give two examples for sales support in tourism marketing.
7. Tourist Office.
8. Print Media
9. Direct Marketing
10. Marketing Communication.

SECTION – B

ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 250 WORDS:

(5 X 8= 40)

11. What are the objectives of marketing in tourism?
12. Point out the nature of service elements in tourism?
13. Discuss the need for promotional methods in tourism marketing.
14. Explain the functions of Indian Overseas Tourist Offices. Give your recommendations.
15. Write about the strength, weakness and opportunities of promoting tourism in Mamallapuram.
16. Examine the importance of Public Relations in Tourism Marketing.
17. Point out the advantages and disadvantages of tele-marketing in Tourism Industry.
18. Bring out the importance of marketing communications.

SECTION – C

ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 1000 WORDS: (3 X 10=30)

19. Analyse the characteristic features of tourism marketing.

OR

Point out the important steps in planning tourism marketing.

20. What are the various types of market research? And point out their significance.

OR

Explain how the Marketing Mix helps tourism to achieve the markets goal.

21. Explain the role of media in Tourism Advertising.

OR

Discuss the importance of Publicity and Public Relations in Tourist Marketing.
