

**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 2015**  
**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 x3 = 30)**

1. Tourism Marketing.
2. Tourism Services Management.
3. Physical planning.
4. Marketing Strategy.
5. Marketing Mix.
6. Matrix Organisation.
7. Display Material.
8. Marketing Tactics.
9. Market Segmentation.
10. Types of Segment.

**SECTION– B**

**ANSWER ANY FIVE QUESTIONS. EACH ANSWER SHOULD NOT EXCEED 250 WORDS.** **(5x8= 40)**

11. Describe the importance of Tourism Marketing purpose.
12. Explain the characteristics of Hospitality industry.
13. Write about the trends in Business Environment.
14. Discuss the significance of Operational Planning.
15. Write briefly on the Destination organisation.
16. Enumerate the methods of Marketing Research.
17. List the classifications of Media.
18. What are the criteria for marketing segmentation.

**SECTION– C**

**ANSWER ALL QUESTIONS. EACH ANSWER SHOULD NOT EXCEED 1000 WORDS.** **(3x10=30)**

19. Analyse the basic principles of Tourism Marketing.

(Or)

Bring out the importance of Strategic planning.

20. Examine the techniques of SWOT analysis.

(Or)

Give an account on the various organization structure.

21. Point out the key tools for Tourism Marketing Promotion.

(Or)

Describe the bases of Market Segmentation.

\*\*\*\*\*