

B.A. DEGREE EXAMINATION NOVEMBER 2016
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 THE QUESTIONS. EACH ANSWER SHOULD NOT EXCEED 30 WORDS. **(10 x3 = 30)**

1. Define marketing.
2. What is service management?
3. Expand SWOT.
4. What is strategic planning?
5. Write the various forms of organisation structure.
6. What is pure line organisation?
7. Explain public relations.
8. Write about the various types of market research.
9. What is market segmentation?
10. Discuss about tourism market.

SECTION– B

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

11. What is the purpose of tourism marketing?
12. Write about Marketing Information System.
13. Write about the importance of Planning.
14. Discuss four P's of marketing.
15. What is business environment?
16. What are the various distribution channels in marketing?
17. What is destination organisation?
18. Explain matrix organisation structure.

SECTION– C

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

19. a) Write in detail the characteristics of Hospitality Industry.
(or)
b) Explain in detail SWOT analysis.
20. a) Examine the line and staff organisation structure.
(or)
b) What are the various marketing tools used in the promotion of tourism marketing.
21. a) What is the basis of tourism market segmentation?
(or)
b) What are the functions of marketing?