

**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 2009**  
**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. Define Marketing Mix
2. Demand & Supply
3. Beach Resort
4. Spas
5. Balance of payment
6. Package Tour
7. Kingfisher- Airlines
8. Dance Festivals in Tamilnadu
9. Tour Operator
10. Tourism Brochure
11. E-Ticket
12. Medical Tourism

**SECTION – B**

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

13. What is the Tourism Product? Briefly discuss how it is marketed?
14. Elucidate the demand determinants of Tourism.
15. Enumerate the special features of Tourism marketing.
16. Explain the role of Personal selling in Tourism marketing.
17. Examine the factors affecting Tourism pricing.
18. What are the methods adopted for Tourism publicity.
19. Bring out the essentials of market appraisal process.
20. What is Communication? Enumerate its salient features.
21. Examine the process of segmenting in Tourism market.
22. What are the dynamics of Tourism marketing policy.

**SECTION – C**

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

23. Discuss the different market strategy for promoting tourism Industry.

Or

Examine Liberalization, Privatization and Globalization policy and (LPG-policy) its impact on Tourism marketing.

24. Explain the decision making process and various factors influencing the travel decisions of tourist.

Or

Discuss the social cost – benefit of tourism and the significance of tourism planning.

25. What is business environment? What are the constituents of business environment?

Or

Why do people resist change? As a Manager how would you overcome such resistance?

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