

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2015– 2016)

SUBJECT CODE: 15HS/MC/TM55

B. A. DEGREE EXAMINATION, NOVEMBER 2017
BRANCH IA– HISTORY AND TOURISM
FIFTH SEMESTER

COURSE : MAJOR - CORE
PAPER : TOURISM MARKETING AND MANAGEMENT
TIME : 3 HOURS **MAX.MARKS:100**

SECTION – A

I. ANSWER ALL THE QUESTIONS IN 30 WORDS EACH. (10X3=30)

1. Define Marketing.
2. Explain Sectoral Organization.
3. Write a note on planning concepts in tourism.
4. Define Marketing Mix.
5. Explain Staffing.
6. What are the essentials of Service Management?
7. Elaborate Marketing Information System.
8. Define Matrix.
9. Write the importance of Pricing with regard to marketing.
10. Explain Distribution Strategy in tourism.

SECTION – B

II. ANSWER ANY FIVE QUESTIONS IN 300 WORDS EACH. (5X8=40)

11. Explain Destination Marketing.
12. Differentiate the Need and Constrains of tourism marketing.
13. Elaborate the need for Strategic Planning in tourism.
14. Recruitment is an important aspect of HR management- Justify.
15. Explain Market Research.
16. Segmentation is an marketing tool- Discuss.
17. Describe the importance of Promotion in tourism.
18. Explain briefly the Concepts and Characteristics of tourism management.

SECTION – C

III. ANSWER ALL THE QUESTIONS IN 1000 WORDS EACH. (3X10=30)

19. (a) Discuss the importance of Tourism Marketing.
(b) Elaborate the Levels of Authority in an organization.
20. (a) Explain in detail the importance of Public Relation in tourism.
(b) Write briefly about the factors influencing Consumer Behavior.
21. (a) Elaborate the need for SWOT analysis in tourism.
(b) Discuss the need for Tour Manager and his functions.
