

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

**SUBJECT CODE: 15HS/MC/TM55**

**B. A. DEGREE EXAMINATION, NOVEMBER 2018**  
**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. Sales Promotion.
2. What are the services?
3. Branding.
4. Travel Markets.
5. Product Mix.
6. Marketing Research.
7. Consumer Behaviour.
8. Pricing Strategies.
9. Market Segmentation.
10. Staffing.

**SECTION – B**

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

11. Explain the Modern concept of Marketing.
12. Describe the process of Marketing Research.
13. Explain the factors influencing tourist buying behaviour.
14. Explain the structure of marketing management information system.
15. Explain about the distribution channels in Tourism.
16. Write a short note on the factors affecting tourism pricing.
17. Write about the aim of the sales support.
18. Describe the marketing Environment.

**SECTION – C**

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

19. (a) Write about the concept of Marketing Mix.  
(OR)  
(b) Write about the differences of Travel Market and Commodity Market.
20. (a) Explain the nature and importance of planning in Tourism.  
(OR)  
(b) Write about the process of Recruitment in the travel organization.
21. (a) Explain the characteristics of the tourism industry.  
(OR)  
(b) State the different types of Tourism market segments.

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