

**B.COM. DEGREE END SEMESTER EXAMINATION MARCH 2018**  
**SEMESTER – 4: COMMERCE (OPTIONAL COURSE FOR TRAVEL & TOURISM)**  
**COURSE: 15U40PCTT2: MARKETING OF TOURISM**

*Common for Regular (2016 Admission) & Supplementary (2015 Admission)*

Time: Three Hours

Max. Marks: 75

**SECTION A**

*Answer **all** questions. Each question carries **2** marks.*

1. What is sales promotion?
2. Who is a visitor?
3. Define access.
4. What is travel propensity?
5. What is the importance of forecasting in tourism?
6. What is geographic segmentation?
7. Write a short note on telemarketing.
8. What is promotion marketing?
9. Write the importance of Kerala Travel Mart.
10. Briefly mention the channels of distribution. (2 × 10 = 20)

**SECTION B**

*Answer **any five** questions. Each question carries **5** marks.*

11. Define tourism demand. Explain the nature and scope of tourism demand.
12. Which are the major types of tourism statistics?
13. Explain Butler's Tourism area life cycle concept.
14. Write a note on product positioning.
15. Define advertising. Explain the role and characteristics of advertising.
16. Write a note on new product development in tourism.
17. How can the consumer interest protected in tourism? (5 × 5 = 25)

**SECTION C**

*Answer **any three** questions. Each question carries **10** marks.*

18. Describe in detail pricing in tourism.
19. Explain the different types of market segmentation in tourism.
20. Explain the role and importance of marketing and promotion mix in tourism.
21. Explain the role of modern technology in tourism marketing.
22. Define consumer behavior in tourism. Discuss the factors influencing it. (10 × 3 = 30)

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