

B. COM. DEGREE END SEMESTER EXAMINATION – MARCH 2020**SEMESTER – 4: COMMERCE (OPTIONAL COURSE FOR TRAVEL AND TOURISM)****COURSE: 15U40PCTT2 – MARKETING OF TOURISM**

(For Regular - 2018 Admission and Supplementary / Improvement 2017, 2016, 2015 Admissions)

Time: Three Hours

Max. Marks: 75

SECTION – AAnswer **all** questions. Each question carries two marks.

1. What is tourism market?
2. What do you mean by familiarization trip?
3. Define marketing mix?
4. What are the conditions for tourism demand?
5. What is meant by market targeting?
6. What is a package tour?
7. What do you mean by market skimming price?
8. What is customer relationship management?
9. What is branding?
10. What do you mean by telemarketing?

(2 x 10 = 20)

SECTION – BAnswer any **five** questions. Each question carries **five** marks.

11. What is the impact of socio-cultural environment on tourism marketing?
12. Explain sun lust and wander lust?
13. Explain the marketing strategies to be taken during the various stages of Butler's life cycle?
14. What are the channel members participating in the distribution of tourism?
15. Mention the importance of pricing in marketing tourism offers?
16. Explain the objectives of tourism promotion mix?
17. What are the different categories of people influencing service experience in tourism?

(5 x 5 = 25)

SECTION – CAnswer any **three** questions. Each question carries **ten** marks.

18. Write in detail the concept and nature of tourism marketing?
19. Describe the role of segmentation and positioning in travel marketing?
20. What are the characteristics features of tourism advertising? Mention the various decisions making stages involved in developing advertising plans?
21. Explain the factors influencing tourist buying?
22. Elucidate the role of government agencies to protect the interest of consumers of domestic and international tourism?

(10 x 3 = 30)