

B.COM. DEGREE END SEMESTER EXAMINATION - MARCH/APRIL 2019
SEMESTER – 4: COMMERCE (OPTIONAL COURSE FOR TRAVEL AND TOURISM)
COURSE: 15U40PCTT2 – MARKETING OF TOURISM

(Common for Regular 2017 admission and improvement 2016/ supplementary 2016/2015 admission)

Time: Three Hours

Max. Marks: 75

SECTION – A

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

1. Define Tourism Demand
2. What is Target Marketing in Tourism Industry?
3. What is Macro Environment?
4. Define T.Q.M
5. What do you mean by Portfolio Analysis
6. Write about the four C's of Marketing
7. Define Tourism Promotion Mix
8. Write about the components of Service Marketing Mix
9. Differentiate between Consumer and Customer
10. Define Service marketing (2 x 10 = 20)

SECTION – B

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

11. Write in detail about the PLC
12. Write about the importance of promotion in tourism marketing
13. Write briefly about the bases of Market Segmentation in Tourism
14. Explain the factors influencing buying behavior in tourism industry.
15. Write about the important areas service oriented companies consider in evaluating a market segment.
16. Describe about the characteristic features of Tourism Advertising.
17. Write in detail about the Benefits of Tourism Marketing (5 x 5 = 25)

SECTION – C

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

18. Define Tourism Marketing and explain the functions of tourism marketing.
19. What is PLC? Explain different Stages in PLC of tourism products.
20. Explain the recent trends and developments in tourism pricing.
21. Define Modern Marketing. Explain the features of Modern Marketing.
22. Explain the methods and components of promotion of tourism industry (10 x 3 =30)