

**B COM DEGREE END SEMESTER EXAMINATION - JULY 2021**  
**SEMESTER 4 : OPTIONAL COURSE FOR B COM TRAVEL AND TOURISM**  
**COURSE : 19U4OPCTT02 : MARKETING OF TOURISM**

*(For Regular - 2019 Admission and Supplementary - 2018/2017/2016 Admissions)*

Time : Three Hours

Max. Marks: 75

**PART A**

**Answer any 10 (2 marks each)**

1. Compare allocentric and psychocentric tourists.
2. Review the economic planning approach in tourism marketing
3. What is satellite destinations?
4. Write the significance of physical evidence?
5. What is visitor profile statistics?
6. Write about the lifestyle determinants of tourism demand.
7. What is cost based method of pricing?
8. What do you mean by geographical pricing?
9. What is promotion mix?
10. State the importance of print media in tourism promotion.
11. Describe the the financial risk involved in travel purchase.
12. What is transformational intervention?

**(2 x 10 = 20)**

**PART B**

**Answer any 5 (5 marks each)**

13. Discuss the issue of tangibility and intangibility mix and also explain the strategies used to overcome the issue
14. Discuss the issue of perishability and nonperishability mix and also explain the strategies used to overcome the issue
15. What do you mean by tourism package? Explain its benefits.
16. Critically evaluate the importance of market coverage pricing strategies.
17. Judge the value of discount pricing in tourism.
18. Explain the terms a) publicity b) advertising c) online media
19. What are the different risks involved in travel purchase decision? Explain.
20. What do you mean by transactional interventions? Explain in detail.

**(5 x 5 = 25)**

**PART C**

**Answer any 3 (10 marks each)**

21. "Tourism marketing is an open system that has a number of interrelated and independent entities", Critically examine the statement by explaining the components of tourism marketing environment.
22. Critically judge the value of 7 P's of marketing mix used in tourism industry.
23. State the importance of pricing and also the supply-side factors influencing tourism pricing?
24. What is advertising? Explain the steps involved in developing advertising plan.
25. Tourists buying is influenced by different factors. Discuss the external and internal factors in detail.

**(10 x 3 = 30)**