

Reg. No

Name

23U473

B. COM DEGREE END SEMESTER EXAMINATION : MARCH 2023
SEMESTER 4 : OPTIONAL COURSE FOR B.COM. TRAVEL AND TOURISM
COURSE : 19U4OPCTT2: MARKETING OF TOURISM

(For Regular - 2021 Admission and Improvement / Supplementary - 2020/2019/2018/2017/2016 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer any 10 (2 marks each)

1. What do you mean by community approach in tourism marketing?
2. What is expanded marketing mix?
3. What do you mean by geographically restricted operation?
4. Define tourism promotion.
5. Define Market segmentation.
6. Write about the influence of 'level and type of competition ' in the decision of tourism promotion mix.
7. What do you mean by actual demand?
8. What do you mean by FAM trip?
9. What is travel propensity?
10. State the importance of attitudes in tourists buying behaviour.
11. What do you mean by Market Skimming?
12. State the term personality.

(2 x 10 = 20)

PART B

Answer any 5 (5 marks each)

13. Explain the terms a) public relation b) advertising c) media.
14. Critically evaluate the importance of market coverage pricing strategies.
15. Briefly Describe the nature of tourism marketing.
16. What are the attack strategies? How are these used?
17. Write the significance of cost based pricing and competition based pricing method.
18. What do you mean by tourism package? Explain its benefits.
19. Discuss the issue of tangibility and intangibility mix and also explain the strategies used to overcome the issue.
20. How do groups influence tour purchase? Explain with suitable examples.

(5 x 5 = 25)

PART C

Answer any 3 (10 marks each)

21. Judge the value of promotion mix in tourism marketing. Explain with suitable examples from Kerala Tourism.
22. Critically judge the value of 7 P's of marketing mix used in tourism industry.
23. Explain the evolution of tourism marketing
24. Tourism and hospitality characteristics affect pricing policy. Discuss.
25. Explain the following a) BCG matrix, b) GE grid and c) Kotler framework

(10 x 3 = 30)