B. COM. DEGREE END SEMESTER EXAMINATION - MARCH 2025

SEMESTER 4 : OPTIONAL COURSE FOR B.COM TRAVEL AND TOURISM

COURSE : **19U4OPCTT02 : MARKETING OF TOURISM**

(For Regular 2023 Admission and Improvement/Supplementary
2022/2021/2020/2019/2018/2017/2016 Admissions)

Time : Three Hours   Max. Marks: 75

PART A
Answer any 10 (2 marks each)

1.   What is guerilla attack?
2.   What do you mean by extensive problem solving?
3.   What is visitor segment?
4.   Examine the value of the slogan ' God's Own Country' in Kerala tourism promotion.
5.   What is satellite destinations?
6.   What is personal selling?
7.   What do you mean by geographically restricted operation?
8.   What is Sunlust and wanderlust.
9.   What do you mean by competition based pricing method?
10. Define tourism demand.
11. What do you mean by domestic tourism.
12. What is tourism marketing mix.

(2 x 10 = 20)

PART B
Answer any 5 (5 marks each)

13. Explain reference groups? How do these influence travel purchase?
14. Compare economic planning approach and spatial approach in tourism marketing.
15. State the importance of promotion mix in tourism marketing.
16. Explain the terms a) differential pricing b) geographical pricing c) rip-off pricing.
17. Write a short note on the role of culture in tourist behaviour.
18. Define new product. Explain the minor innovations.
19. Explain the supply-side factors affecting tourism pricing.
20. Discuss the issue of heterogeneity and also explain the strategies used to overcome the issue.

(5 x 5 = 25)

PART C
Answer any 3 (10 marks each)

21. Define pricing. Discuss the factors influencing pricing of tourism products.
22. What is Differentiated marketing? Also explain about the psychographic and benefit segmentation in tourism industry.
23. Describe Peter's inventory of tourism attraction.
24. Describe the objectives of promotion. Also explain the factors affecting tourism promotion.
25. Explain the role of non government and private agencies in tourism marketing.

(10 x 3 = 30)