



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

Fourth Semester B.Voc. Degree Examination, June 2016
First Degree Programme under CSS
General Course – XI (for Tourism & Hospitality Management)
AUTH462: Tourism Marketing

Time: 3 Hours

Max. Marks: 80

SECTION – A

Answer ALL questions in one or two sentences.

1. Define Marketing.
2. What is the difference between Want and Demand ?
3. What is meant by Perishability in Tourism Marketing ?
4. Full form of PLC.
5. Define advertising.
6. What is word of mouth marketing ?
7. What is Destination Marketing ?
8. What is SWOT ?
9. Write the full form of MIS.
10. What is Marketing Intelligence ?

(10 × 1 = 10 Marks)

SECTION – B

Answer any EIGHT questions, not exceeding a paragraph of 50 words.

11. State the 6 basic fundamentals of Marketing.
12. Short note on Marketing Mix in service industry.
13. In what other ways are the marketing approaches needed in travel industry ?

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14. Briefly explain MIS.
15. What are the basic requirements of a good market research ?
16. What is meant by consumer ?
17. What is Marketing Mix ?
18. Explain the stages of PLC.
19. What is USP ? What is the USP for Kerala Tourism ?
20. Explain Public Relations.
21. What is Primary Data ?
22. What are the characteristics of product industry ?

(8 × 2 = 16 Marks)

SECTION – C

Answer any SIX questions, in a page of 100 words.

23. What are the reasons for segmenting markets ?
24. Explain Behavioural Segmentation. Discuss how this can be applied in Kerala Tourism ?
25. What are the types of demand ? Explain.
26. Give advantages and disadvantages of Marketing Research.
27. Discuss 8 P's of marketing Mix.
28. What is pricing ? Explain the types of pricing.
29. What are the limitations of Market Segmentation ?
30. What are the requirements of effective positioning ?
31. State the difference between service and product industry.

(6 × 4 = 24 Marks)

SECTION – D

Answer any TWO questions, not exceeding four pages.

32. Explain the different stages of Destination Life Cycle.
33. What are the bases for segmenting consumer markets ? Explain each.
34. Explain the History of Marketing.
35. Explain in detail the role of technology in tourism marketing.

(2 × 15 = 30 Marks)

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