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**III Semester B.Com. (Vocational) Examination, Nov./Dec. 2016  
(2012-13 and Onwards) (Repeaters)  
TOURISM AND TRAVEL MANAGEMENT  
Paper – 3 : Tourism Marketing**

Time : 3 Hours

Max. Marks : 100

**SECTION – A**

1. Answer **any ten** questions. **Each** carries **two** marks. **(10×2=20)**
- a) Define marketing.
  - b) What do you mean by Tourism Marketing ?
  - c) What is meant by marketing research ?
  - d) What do you mean by marketing strategy ?
  - e) What is meant by marketing information system ?
  - f) Give the meaning of market segmentation.
  - g) What is service marketing ?
  - h) What do you mean by secondary data ?
  - i) What is demand ?
  - j) Mention any two methods of marketing research.
  - k) What do you mean by tour broucher
  - l) Give the meaning of Tourism Marketing Mix.

**SECTION – B**

- Answer **any 5** questions. **Each** question carries **five** marks. **(5×5=25)**
- 2. Explain the characteristics of marketing.
  - 3. Explain the importance of marketing research.
  - 4. Write a note on tour packages.



5. Explain the marketing of resorts.
6. Explain the role of communication and technology in tourism marketing.
7. Explain various market strategies in tourism.
8. Write a note on market segmentation.

### SECTION - C

Answer **any 3** questions. **Each** question carries **fifteen** marks.

**(3×15=45)**

9. Explain different classifications of marketing.
10. Write a note on challenges and strategies of tourism marketing.
11. Explain the product strategies in tourism.
12. Briefly explain the targeting and positioning.
13. Briefly explain the process of marketing research.

### SECTION - D

Answer the following question **compulsory**. It carries **ten** marks.

**(1×10=10)**

14. Explain the concepts of service marketing.
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