



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BTTM/SEM-5/TTM-501/2009-10**

**2009**

**TOURISM MARKETING**

*Time Allotted : 3 Hours*

*Full Marks : 70*

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

**GROUP – A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

- i) Which one of the below is not a part of the marketing-mix ?
  - a) Promotion
  - b) People
  - c) Programming
  - d) Price.
  
- ii) Which one of the below is not a characteristic of service ?
  - a) Inseparability
  - b) Variability
  - c) Flexibility
  - d) Perishability.
  
- iii) Which one of the below is not a form of Demographic segmentation ?
  - a) Age and life-cycle
  - b) Gender
  - c) Lifestyle
  - d) Social Class.



- iv) In a service-profit chain, the marketing activity is followed by a company towards its employees is known as
- a) interactive marketing    b) direct marketing  
c) internal marketing        d) external marketing.
- v) Which one of the below is not a part of the service-profit chain ?
- a) Sponsors                      b) Company  
c) Employees                      d) Customers.
- vi) Which of the following is not a characteristic of service marketing ?
- a) Intangibility                    b) Variability  
c) Homogeneity                    d) Perishability.
- vii) "Book your air ticket with us and get 25% off on your next purchase". This is
- a) advertisement                b) sales promotion  
c) personal selling                d) publicity.
- viii) By the term internal marketing, we refer to the
- a) marketing activity done at the indoors  
b) marketing activity done with the existing customers  
c) marketing activity towards employees of the same organization  
d) marketing activity towards employees of the competitor companies.



- ix) By the macro-destination, we refer to the destinations which are
- a) easily reachable
  - b) areas of historical interest
  - c) having several micro-units
  - d) an island.
- x) Which is not a feature of the AIDA model ?
- a) Attention
  - b) Interest
  - c) Demand
  - d) Action.
- xi) Pricing is related to
- a) advertisement
  - b) locale
  - c) costing
  - d) none of these.
- xii) Costs do not vary with production are known as
- a) variable cost
  - b) total cost
  - c) fixed cost
  - d) none of these.
- xiii) Service Quality is monitored by
- a) typical quality management
  - b) total qualifies management
  - c) technical quality management
  - d) total quality management.

**GROUP - B**

**( Short Answer Type Questions )**

Answer any *three* of the following.  $3 \times 5 = 15$

2. Explain the three steps to target marketing process ?
3. What are the five characteristics of service ? Explain the four factors.
4. What is tourism marketing ? How is it different from general marketing ?

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5. Write in brief the concept of TQM in tourism ?
6. How can you market Indian cultural resources in the overseas market ?

**GROUP – C**

( Long Answer Type Questions )

Answer any *three* of the following.  $3 \times 15 = 45$

7. What do you mean by tourism marketing ? What are the characteristics of it ? How do you make marketing more effective while selling package tour in overseas market ? Discuss with example. 15
8. Advertisement and public relations plays a very vital role in selling a tourist destination to the tourist. Discuss with example. 15
9. Briefly explain the role of different distribution channels in tourism. Discuss the factors responsible for selection of channels and intermediaries in tourism. 10 + 5
10. 'India is a tourists paradise'. In this context segment the Indian inbound tourist market and suggest suitable packages for positioning. 15
11. What is your idea on pricing policy ? Mention the various factors to be taken into consideration while setting the price of a product or service. 15
12. Write short notes on any *three* of the following :  $3 \times 5$ 
  - a) Impact of service in daily life
  - b) Market identification
  - c) PRO
  - d) Marketing Goa
  - e) Packaging.