	<u>Unech</u>
Name:	
Roll No.:	In the State of Williams State Deput State Con-
Invigilator's Signature :	•••••

CS / BTTM / SEM-5 / TTM-501 / 2010-11

2010-11

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.

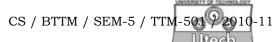
Note: Graph sheet is to be supplied by institution.

GROUP - A

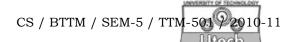
(Multiple Choice Type Questions)

- 1. Choose the correct alternatives for the following : $10 \times 1 = 10$
 - i) Which of the following destinations is a psychocentric personality most likely to visit?
 - a) Miami beach
- b) The rain forest
- c) Northern Europe
- d) Japan.
- ii) Goods that differ in product features and services that may be more important than price is called
 - a) Heterogonous Goods
- o) Staple Goods
- c) Convenience Goods
- d) None of these.

5027 [Turn over]



iii)		<u> </u>		sellers who are highly		
	sensitive to each other pricing is					
	a)	monopolistic market	b)	pre-completion		
	c)	oligopolistic market	d)	none of these.		
iv)	Mar	ket survey is a part of				
	a)	Market research	b)	Pricing policy		
	c)	Advertisement	d)	None of these.		
v)	The	nature of service produ	ct is			
	a)	Perishable	b)	Non-perishable		
	c)	Invariable	d)	None of these.		
vi)	Segr	mentation on the basis o	of life	style is known as		
	a)	Geographic	b)	Psychographic		
	c)	Socio-economic	d)	None of these.		
vii)	Whi	ch one is the required fe	eatur	e of segmentation ?		
	a)	Measurability	b)	Perish ability		
	c)	Service	d)	None of these.		
viii)	Whi	ch one is the external fa	ctor	for pricing?		
	a)	Product	b)	Market		
	c)	Owner	d)	None of these.		
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- ix) Going rate price is based on
 - a) Product
- b) Ouali
- c) Manufacturer
- d) Competitors.
- x) Costs do not vary with production are known as
 - a) Variable cost
- b) Total cost
- c) Fixed cost
- d) None of these.

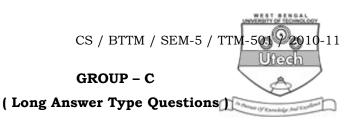
GROUP - B

(Short Answer Type Questions)

Answer any three of the following.

 $3 \times 5 = 15$

- 2. How is service marketing different from the marketing of traditional goods?
- 3. Define tourism marketing. Discuss in brief about different marketing approaches.
- 4. What are the different ways by which services can be classified?
- 5. Discuss the different channels of distribution in the tourism industry.
- 6. Define quality. Explain total quality management in the parlance of tourism.
- 7. Define destination life cycle with the help of a graph and explain.



Answer any three of the following.

 $3 \times 15 = 45$

- 8. What is market segmentation? Explain the various basis of market segmentation.
- 9. What is branding and packaging ? How would you brand India Tourism ? Give reasons for your branding.
- 10. What is pricing? What strategies can a regional tourism organisation adopt while considering a pricing decision?
- 11. What are the characteristics of Tourism Service ? How can you overcome from these ?
- 12. Evaluate the decisions that are most important while branding services. Illustrate with examples.

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