



Name :
Roll No. :
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 b) Staple Goods
 - c) Convenience Goods d) None of these.



- iii) The market consisting of few sellers who are highly sensitive to each other pricing is
- a) monopolistic market b) pre-completion
c) oligopolistic market d) none of these.
- iv) Market survey is a part of
- a) Market research b) Pricing policy
c) Advertisement d) None of these.
- v) The nature of service product is
- a) Perishable b) Non-perishable
c) Invariable d) None of these.
- vi) Segmentation on the basis of life style is known as
- a) Geographic b) Psychographic
c) Socio-economic d) None of these.
- vii) Which one is the required feature of segmentation ?
- a) Measurability b) Perish ability
c) Service d) None of these.
- viii) Which one is the external factor for pricing ?
- a) Product b) Market
c) Owner d) None of these.



- ix) Going rate price is based on
 - a) Product
 - b) Quality
 - 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.



GROUP – C

(Long Answer Type Questions)

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

8. What is market segmentation ? Explain the various basis of market segmentaton.
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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