



Name :

Roll No. :

Invigilator's Signature :

CS / BTTM / SEM-5 / TTM-501 / 2011-12

2011

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 the following :

10 × 1 = 10

- i) Tourism Product is
 - a) Tangible
 - b) Separable
 - c) Perishable
 - d) Invariable.

- ii) Setting a high price when the market is price insensitive is
 - a) prestige pricing
 - b) penetration pricing
 - c) skimming pricing
 - d) product bundle pricing.

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- iii) Cost based pricing is
 - a) quality plus
 - b) cost plus
 - c) market plus
 - d) sales plus.
- iv) MIS in marketing stands for
 - a) Marketing Information System
 - b) Marketing Indicative System
 - c) Marketing Informative System
 - d) Marketing Intensive System.
- v) Market survey is a part of
 - a) Marketing Research
 - b) Advertising Research
 - c) Motivation Research
 - d) All of these.
- vi) Which of the following is not included in tourism distribution ?
 - a) Travel Agent
 - b) Tour Operator
 - c) Destination Marketing offices
 - d) Tourist.
- vii) STP stands for
 - a) Segmentation Targeting & Positioning
 - b) Segmentation Targeting & Packaging
 - c) Segmentation Targeting and Pricing
 - d) Segmentation Targeting and Promotion.



- viii) Demographic segmentation variable includes
- a) age and gender
 - b) climate
 - c) opinion
 - d) attitude.
- ix) The first stage of PLC is
- a) maturity
 - b) decline
 - c) growth
 - d) introduction.
- x) GIT means
- a) General Independent Tour
 - b) Group Inclusive Tour
 - c) Group Individual Tour
 - d) Gross Independent Travel.

GROUP – B

(Short Answer Type Questions)

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

2. What does branding a tourism destination really mean ?
Explain with suitable examples.
3. Discuss the different pricing strategies a tour operator should consider while marketing their packages.
4. What are the variables a Tourism Marketer can use to segment a Tourism Market ?
5. Discuss the concept of Total Quality Management in Tourism.
6. Discuss the important characteristics of Tourism Marketing.

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GROUP – C

(Long Answer Type Questions)

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

7. What is Destination life cycle ? What are the different stages of destination life cycle ?
8. Discuss the role of advertising in selling a tourist destination with suitable examples.
9. What is service quality ? Discuss the importance of quality management in Tourism Industry.
10. What is Pricing ? What strategies can a regional tourism organisation adopt while considering a Pricing decision ?
11. Discuss the relevance of "People, process and physical evidence" in Tourism Marketing.

