



Name :

Roll No. :

Invigilator's Signature :

CS/BTTM/SEM-5/TTM-501/2012-13

2012

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 : $10 \times 1 = 10$
 - i) The purpose of a business is
 - a) To create negative impact
 - b) To create and maintain profitable customers
 - c) To create and maintain the competitive pressures
 - d) To create and maintain the government or quasi government agencies.
 - ii) Classification of visitor segments are
 - a) GIT and FIT
 - b) ELA and GIS
 - c) Farm and Rural tourist
 - d) Johannesburg and Rio-declaration.



- iii) Deciding on reach, frequency and
 - a) Budget
 - b) Impact
 - c) Advertisement
 - d) Promotion.
- iv) Setting a high price when the market is price insensitive is
 - a) Prestige pricing
 - b) Marketing penetration pricing
 - c) Market skimming pricing
 - d) Product bundle pricing.
- v) Cost based pricing is
 - a) Quality plus pricing
 - b) Cost plus pricing
 - c) Market plus pricing
 - d) Sales plus pricing.
- vi) If demand hardly varies with a small change in price, the demand is said as
 - a) Elastic
 - b) Inelastic
 - c) Monopolistic
 - d) Monopoly.
- vii) To win in today's marketplace, companies must be
 - a) Customer centered
 - b) Self centered
 - c) Business centered
 - d) Price centered.
- viii) Product is anything that can be offered to market for attention, acquisition, use or
 - a) consumption
 - b) perception
 - c) introduction
 - d) selection.



- ix) MIS is
- a) Marketing information system
 - b) Marketing indicative system
 - c) Motivating information system
 - d) Marketing discussion system.
- x) How many levels of distribution channels can be described in Tourism ?
- a) Six
 - b) Seven
 - c) Four
 - d) Two.

GROUP – B

(Short Answer Type Questions)

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

2. What is tourism marketing ? Discuss briefly about the scope of marketing.
3. Define tourism marketing research and explain its limitations.
4. Write in brief the concept of TQM in tourism.
5. What do you understand by product mix and product line ?
6. How is marketing different from selling ? Discuss with an example.
7. What do you mean by quality management in tourism ? Discuss about ISO.



GROUP – C

(Long Answer Type Questions)

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

8. What is market segmentation ? What variables are used in this regard ?
9. What are the criteria for targeting of tourism market ? Explain the strategies for targeting of tourism market.
10. What is pricing ? What strategies can a regional tourism organization adopt while considering a pricing decision ?
11. Briefly explain the role of different distribution channels in tourism. Discuss the factors responsible for selection of channels and intermediaries in tourism.
12. What are branding and packaging ? How would you brand India Tourism ? Give reasons for your branding.
13. Advertisement and public relations plays a very vital role in selling a tourist destination to the tourist. Discuss with example.
14. What do you mean by consumer behaviour ? What is its importance ? What are the major determinants of consumer behaviour ?

