



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BTTM/SUPPLE/SEM-5/TTM-501/2010**

**2010**

**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) Service is a
  - a) product
  - b) process
  - c) activity
  - d) all of these.
  
- ii) TQM stands for
  - a) Total Quality Management
  - b) Tourism Quality Management
  - c) Tourism Quality Manager
  - d) Total Quality Manager.

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



- iii) The Intangible characteristic of service marketing can be tangibilised through
- a) Trade dress
  - b) Employee uniform
  - c) Greening of the environment
  - d) all of these.
- iv) There are ..... key steps to Total Quality Management in Tourism Marketing.
- a) 10
  - b) 12
  - c) 13
  - d) 14.
- v) Tourism fairs are ways of
- a) Promotional Activities
  - b) Selling the Destination at place of distribution
  - c) Advertisement
  - d) all of these.
- vi) World cup Cricket is
- a) Mega Event
  - b) Minor Event
  - c) Local Event
  - d) Leisure Event.



- vii) TQM in tourism marketing is important for
- a) Revenue Generation
  - b) Maintenance & Promotion of the Destination
  - c) Development of Tourism
  - d) all of these.
- viii) Rose festival held at Portland is an example of
- a) Tourism Marketing      b) Promotion
  - c) Personal Selling      d) Advertisement.
- ix) Snake Boat Race is organized at
- a) Karnataka      b) Andhra Pradesh
  - c) Kerala      d) Punjab.
- x) The 8th P of marketing consists of
- a) Place of Promotion
  - b) Place of Distribution
  - c) People
  - d) Product.

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



**GROUP – B**

**( Short Answer Type Questions )**

Answer *all* the following.

3 × 5 = 15

2. What do you mean by service marketing ?
3. Write in brief about the concept of TQM in tourism.
4. With the help of graphical representation, describe Destination Life Cycle ?

**GROUP – C**

**( Long Answer Type Questions )**

Answer *all* the following.

3 × 15 = 45

5. Write in brief about the 8 Ps of Tourism Marketing with supporting examples. 9 + 6
6. Describe in brief the pricing policies and practices in the tourism Industry ?
7. Briefly describe the market segmentation process and mention the method of identifying the target market. 8 + 7

