Name :	
Roll No. :	Andrew (V Kaming and Darbort
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 :

 $10 \times 1 = 10$ 

- 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.

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be tangibilised through

- The Intangible characteristic of service marketing ćan w or o
- Trade dress a)

iii)

- Employee uniform b)
- Greening of the environment c)
- all of these. d)
- 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
  - **Promotional Activities** a)
  - b) Selling the Destination at place of distribution
  - Advertisement c)
  - all of these. d)
- World cup Cricket is vi)
  - Mega Event Minor Event a) b)
  - c) Local Event d) Leisure Event.

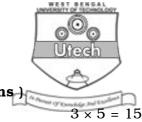
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vii)	TQN	I in tourism marketing	is im	portant for			
	a)	Revenue Generation		In Promote (V Rawy Sulp 2nd Unplaced			
	b)	b) Maintenance & Promotion of the Destination					
	c) Development of Tourism						
	d)	all of these.					
viii)	i) Rose festival 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 con	sists	of			
	a)	Place of Promotion					
	b)	Place of Distribution					
	c)	People					
	d)	Product.					

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( **Short Answer Type Questions**) Answer *all* the following.

**GROUP – B** 

- 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 <i>all</i> the following. $3 \times 3$	15 = 4	5
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- 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 ?
- Briefly describe the market segmentation process and mention the method of identifying the target market. 8 + 7