| Name :                    |                           |
|---------------------------|---------------------------|
| Roll No. :                | A Dame of Carried on Data |
| Invigilator's Signature : |                           |

# CS/BTTM/(SEPARATE SUPPLE)/SEM-5/TTM-501/2011 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)

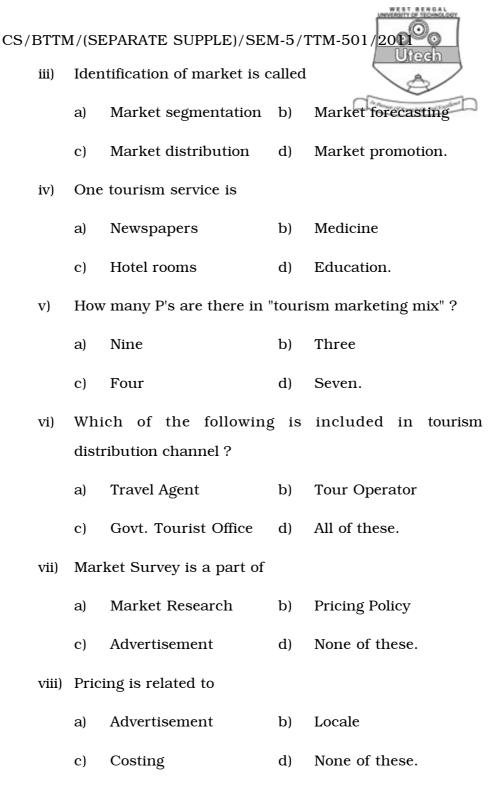
1. Choose the correct alternatives for the following :

 $10 \times 1 = 10$ 

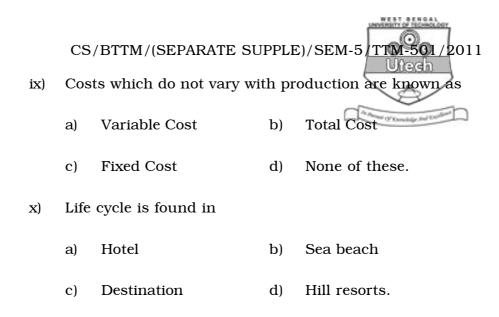
- i) Which is a characteristic of tourism product ?
  - a) tangibility b) separability
  - c) intangibility d) non-perishability.
- ii) Service Quality is monitored by
  - a) Typical quality management
  - b) Total qualified management
  - c) Technical quality
  - d) Total quality management.

SS-24

[ Turn over



SS-24



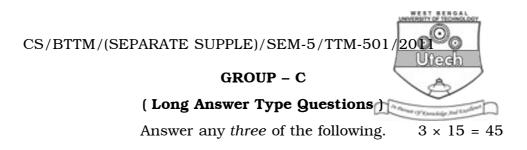
#### **GROUP – B**

#### ( Short Answer Type Questions )

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

- 2. What do you mean by service ? What are the various types of service ? Explain.
- 3. What is tourism marketing ? How is tourism marketing different from that of product marketing ?
- 4. Explain the different stages of destination life cycle.
- 5. Why is advertisement very important in day-to-day marketing activities ?
- 6. Discuss the tourism product pricing strategies.
- 7. How do you market Indian beach resources in the overseas market ?

| SS-24 | 3 | [ Turn over |
|-------|---|-------------|
|-------|---|-------------|



- 8. What is marketing mix ? Discuss the various p's in tourism.
- 9. What do you mean by market segmentation ? What are the various segments available in tourism marketing ?
- 10. What do you mean by Total Quality Management ? Describe the concept of TQM in tourism.
- 11. Advertisement plays a very vital role in selling a tourist destination to the tourist. Discuss with example.