



Name : .....

Roll No. : .....

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 × 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.



- iii) Identification of market is called
- a) Market segmentation      b) Market forecasting
- c) Market distribution      d) Market promotion.
- iv) One tourism service is
- a) Newspapers      b) Medicine
- c) Hotel rooms      d) Education.
- v) How many P's are there in "tourism marketing mix" ?
- a) Nine      b) Three
- c) Four      d) Seven.
- vi) Which of the following is included in tourism distribution channel ?
- a) Travel Agent      b) Tour Operator
- c) Govt. Tourist Office      d) All of these.
- vii) Market Survey is a part of
- a) Market Research      b) Pricing Policy
- c) Advertisement      d) None of these.
- viii) Pricing is related to
- a) Advertisement      b) Locale
- c) Costing      d) None of these.



ix) Costs which do not vary with production are known as

- a) Variable Cost                      b) Total Cost  
c) Fixed Cost                          d) None of these.

x) Life cycle is found in

- a) Hotel                                      b) Sea beach  
c) Destination                          d) Hill resorts.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.                      3 × 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 ?

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**GROUP – C**

**( Long Answer Type Questions )**

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

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.

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