QP CODE: 22102999

22102999

Reg No : .....

Name : .....

B.VOC DEGREE REGULAR / REAPPEARANCE EXAMINATIONS, AUGUST 2022

Third Semester

B.Voc Tourism and Hospitality Management

THM3ST04 - TOURISM MARKETING

2018 Admission Onwards

DB0C24C3

Time: 3 Hours Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What do you mean by Marketing in Hospitality?
2. What do you mean by selling?
3. What do you mean by promotion in marketing mix?
4. What is skimming pricing strategy?
5. What is consumer awareness in advertising?
6. What do you mean by tour package?
7. What do you mean by destination analysis?
8. What is internet marketing?
9. What is rejunvenation stage in destination life cycle?
10. What is a checkout counter?
11. What is customer value?
12. What is professionalism?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Briefly explain relationship between needs and demand.

14. Briefly explain the tourism marketing mix.

15. Write a short note on intangibility.

16. Briefly explain the concept of branding and the need of branding a product.

17. Briefly explain tools in promotion mix.

18. Write about any two media using for tourism promotion.

19. Briefly explain travel journalisim.

20. Explain the various marketting strategies for promoting and developing tourism destination.

21. Briefly explain age sensitive practice.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Define Marketing mix. Write the 8ps of marketing mix.

23. What do you mean by the concept of price? Why pricing is important decision for any industry including Tourism?

24. Define distribution. Explain the factors infuencing the choice of right distribution channel.

25. Why is destination planning important?

(2×15=30)