23145153

QP CODE: 23145153

Reg No : .....

Name : .....

B.VOC DEGREE REGULAR / IMPROVEMENT / REAPPEARANCE EXAMINATIONS, DECEMBER 2023

Third Semester

B.Voc Tourism and Hospitality Management

THM3ST04 - TOURISM MARKETING

2018 Admission Onwards

EC9B9809

Time: 3 Hours Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is the importance of marketing in tourism?
2. Write any two examples of marketing needs.
3. What do you men by physical evidence in marketing mix?
4. What is psychological pricing strategy?
5. What is the role of society in marketing?
6. Write about travel journalism.
7. What do you mean by carrying capacity?
8. What do you mean by competitors?
9. What do you mean by social media marketing?
10. Who is a counter person?
11. What is a customer-centric service?
12. What is genders based marketting?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Write a note on place and product in marketing mix.

14. Briefly explain the Significance of service marketing.

15. Write a short note on inseparability.

16. Briefly explain maturity and decline stages in product life cycle.

17. How to select media for tourism marketting?

18. Briefy explaining the distribution channels in tourism marketting.

19. Briefly explaining travel motivators.

20. How to handle walking guest in front office?

21. Briefly explain social media etiquette with examples.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain the concept of marketing mix.

23. Define the term Branding. What are the features of a brand?

24. Explain the factors affecting promotion mix.

25. What are the roles of media in promotion of tourism?

(2×15=30)