F 7680 (Pages : 2) Reg. No.....

Name.....

B.VOC. DEGREE EXAMINATION, JANUARY 2021

Third Semester

TOURISM MARKETING

(B.Voc. in Tourism and Hospitality/B.Voc. Tourism and Hospitality Management)

[2014 Scheme]

Time : Three Hours Maximum : 80 Marks

Part A (Very Short Answer Questions)

Answer **all** *questions in one* **or** *two sentences each.*
1 mark each.

1. What is service marketing ?
2. Define marketing mix.
3. Give an example for tourism product.
4. What is cost of production ?
5. What is personal selling ?
6. Define B2C.
7. Who is a broker ?
8. What is direct marketing ?
9. Define E-marketing.
10. What is product diversification ?

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any **eight** *of the following in not more than 50 words.*
Each question carries 2 marks.

11. What is price skimming ?
12. What is penetration pricing ?
13. What is market segmentation ?
14. Explain price discrimination.
15. What is target marketing ?
16. What is sales promotion ?

Turn over

17. What is affiliated marketing ?
18. What is marketing plan ?
19. What is relationship marketing ?
20. Define social selling.
21. Give two examples for tourism promotion events in India.
22. What is road shows in Kerala tourism ?

(8 × 2 = 16 marks)

Part C (Short Essays)

Answer any **six** *of the following in not more than* 100 *words each.*
Each question carries 4 *marks.*

Write short notes on :

23. Marketing ecotourism.
24. Service market.
25. Product life cycle.
26. Niche market.
27. Destination marketing.
28. Salient features of tourism product.
29. Product positioning.
30. Adventure tourism.

(6 × 4 = 24 marks)

Part D (Long Essays)

Answer any **two** *of the following in not more than* 400 *words.*
Each question carries 15 *marks.*

31. Explain different distribution channels adopted by a major tour operator to reach customers.
32. Explain in detail the different stages of destination life cycle.
33. Discuss the 8 ps of marketing.
34. Prepare a marketing strategy for any one tourism destination in Kerala.
35. Discuss the factors influencing the pricing strategy of tourism product.

(2 × 15 = 30 marks)