QP CODE: 25049689

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Reg No : .....

Name : .....

B.VOC DEGREE REGULAR / IMPROVEMENT / REAPPEARANCE / MERCY CHANCE EXAMINATIONS, NOVEMBER 2025

Third Semester

B.Voc Tourism and Hospitality Management

THM3ST04 - TOURISM MARKETING

2018 Admission Onwards

333FCC79

Time: 3 Hours Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What do you mean by selling?
2. What do you mean by customer needs?
3. What is branding with an example?
4. What is growth in product life cycle?
5. What is creativity in advertising?
6. What is a product in distribution policy?
7. What do you mean by product diversification?
8. What do you mean by marketing strategy?
9. What is internet marketing?
10. What is a checkout counter?
11. What is the standard of etiquette?
12. Write any two names of tools used for hospitality marketting to attract young customers.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Briefly explain what is tourism marketting.

14. Write a note on price and promotion in marketing mix.

15. Briefly explain price in marketing mix.

16. Write a short note on inseparability.

17. How to select media for tourism marketting?

18. Why travel agency called as an intermediaries in tourism marketting?

19. Briefly explain how travel magazine motivates tourist to visit a tourist destination.

20. Write a short note on travel television channels promoting tourism.

21. How to Maintain customer-centric service orientation?

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Describe the significance of service and characteristics of service marketing .

23. Write on the pricing strategies used by firms to tune prices to objectives,changing environment and rest f the marketing mix.

24. How is promotion and communication linked?

25. Draw and explain Destination life cycle.

(2×15=30)