QP CODE: 24045172

24045172

Reg No : .....

Name : .....

B.VOC DEGREE REGULAR / IMPROVEMENT/REAPPEARANCE EXAMINATIONS, OCTOBER 2024

Third Semester

B.Voc Tourism and Hospitality Management

THM3ST04 - TOURISM MARKETING

2018 Admission Onwards

AD2EB6BC

Time: 3 Hours Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Write any two examples of marketing needs.
2. What is marketing mix?
3. How marketing cost affect pricing of a product?
4. What is skimming pricing strategy?
5. What do you mean by target oriented advertising?
6. What is print media?
7. What do you mean by content?
8. What is decline stage in destination life cycle?
9. What do you mean by virtual reality?
10. What is customer experience?
11. What is the workplace etiquette?
12. What do you mean by age sensitive in marrketting?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Write a note on physical evidance and productivity in marketing mix.

14. Briefly explain the characteristics of service marketing.

15. Briefly explain place in marketing mix.

16. Write a short note on perishability.

17. Briefly explain tools in promotion mix.

18. What is distribution policy?

19. Briefly explaining travel motivators.

20. Briefly expain serach engine optimization.

21. Briefly explain the proper way of serving customers.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain the significance of Marketing in Tourism Industry.

23. Define Tourism product. Elucidate on the levels of a tourism product.

24. Write on Travel journalism and its significance.

25. What do you mean by a destination? How is the potentiality of a destinaion dertmined?

(2×15=30)