QP CODE: 21102269

21102269

Reg No : .....

Name : .....

B.Voc Degree Examinations, SEPTEMBER 2021

Third Semester

B.Voc Tourism and Hospitality Management

THM3ST04 - TOURISM MARKETING

2019 Admission Onwards

32D1814C

Time: 3 Hours Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What do you mean by customer expectations?
2. What do you mean by place in marketing?
3. What do you mean by place in marketing mix?
4. How marketing mix strategies affect pricing of a product.
5. What is a media?
6. What is a competitiveness in distribution policy?
7. What do you mean by destination planning?
8. Define Point-of-Purchase(POP)
9. Write any two examples of off-line marketing strategies.
10. What is a sale-counter?
11. What is the workplace etiquette?
12. Write any two names of tools used for hospitality marketing to attract young customers.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Briefly explain the role of marketing mix in tourism.
14. Briefly explain the characteristics of service marketing.
15. Briefly explain expected product in levels of product.

16. Briefly explain introduction and growth stages in product life cycle.

17. Briefly explain tools in promotion mix. Explain with examples.

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

19. Briefly explain physical motivators in tourism.

20. Briefly explain the benefits of destination marketing.

21. What is front office accounting cycle?

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain the concept of marketing.

23. "Tourism as a packaged product". Describe.

24. Why is advertising important in Tourism?

25. Draw and explain destination life cycle.

(2×15=30)