

BA III SEMESTER SUPPLEMENTARY EXAMINATION, MAY/JUNE 2019
TOURISM AND TRAVEL
Paper: TOURISM MARKETING-I

Duration: 02 Hours

Total Marks: 80

Instructions:

- i) All questions are compulsory.
- ii) Answer the sub-questions in QI and QII in about 100 words each.
- iii) Answer QIII to QVI in about 400 words each.

QI Answer **any four** of the following: **(4X4=16)**

- i) What is tourism marketing?
- ii) Nature of tourism marketing as an economic process.
- iii) The concept of Intangibility and its issues.
- iv) Define Suppliers and competitors.
- v) Mass Production.
- vi) Inbound and Outbound tourist markets.

QII Write short notes on **any four** of the following: **(4X4=16)**

- i) Boosterism Approach of the 1950's
- ii) Demographic Segmentation
- iii) Internal reporting
- iv) Demands of buyers
- v) Domestic market
- vi) Concentrated marketing

QIII A) Explain in detail the five core concepts of Marketing. **(12)**

OR

QIII B) Describe the Marketing Mix in the service industry. **(12)**

QIV A) Explain the following terms- **(12)**

- a) Physical and Spatial approach in the 1970's and 1980's
- b) Community approach in 1990's.

OR

QIV B) Explain the following terms: **(12)**

- a) Separability and Inseparability
- b) Non-Perishability and Perishability.

QV A) Describe marketing strategy planning. **(12)**

OR

QV B) Explain the process of marketing research. **(12)**

QVI A) Explain demand forecasting along with any three methods. **(12)**

OR

QVI B) Explain the factors which influence a tourist's decision to travel. **(12)**

BA III Semester End Examination, October 2018
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- iii) Answer QIII to QVI in about 400 words each.

QI) Answer **any four** of the following: **(4X4=16)**

- i) Define tourism Marketing.
- ii) Nature of marketing as an activity and managerial process.
- iii) Describe any two types of services.
- iv) Explain Tangibility and its issues.
- v) Briefly explain data analysis and interpretation.
- vi) Explain the qualities required for good decision-making.

QII) Write short notes on **any four** of the following: **(4X4=16)**

- i) Selling Concept of Marketing.
- ii) Mass Production and marketers.
- iii) Community Approach.
- iv) Process as a factor in the tourism marketing mix.
- v) Market Segmentation
- vi) Outbound tourist market.

QIIIA) Write a detailed note on 'The Evolution of Marketing'. **(12)**

OR

QIII B) Discuss in detail the factors for the segmentation of tourist markets. **(12)**

QIVA) Outline the risks involved in travel purchase. **(12)**

OR

QIV B) Explain the nature of tourist that influences decision making **(12)**

QVA) Describe the concept of 'Marketing Mix'. **(12)**

OR

QVB) Enumerate and explain in detail any four factors influencing tourist buying. **(12)**

QIV A) Enlist and explain the different types of tourists. **(12)**

OR

QIV B) What is demand forecasting? Explain any three methods of demand forecasting. **(12)**