



QP CODE: 25020337



Reg No :

Name :

**BTTM DEGREE (CBCS) REGULAR / REAPPEARANCE / MERCY CHANCE
EXAMINATIONS, FEBRUARY 2025**

Sixth Semester

Bachelor of Tourism and Travel Management

CORE COURSE - TT6CRT23 - TOURISM MARKETING

2017 Admission Onwards

3E080926

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Define tourism marketing.
2. Explain the function of exchange.
3. How an organisation can reduce the cost of production?
4. What do you mean by Societal marketing concept?
5. What do you mean by Desk research?
6. Give the stages of research process.
7. List out two bases of segmentation.
8. Distiguish between socio-cultural and behavioural segmentation.
9. Give any two characteristics of tourism product.
10. Describe geographical pricing.
11. What is Promotion mix?
12. List out 8 P's in service marketing.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. What are the marketing management philosophies? Explain Product concept.





14. What are the marketing management philosophies? Explain selling concept.
15. Why CRM is important in Tourism marketing? Give examples.
16. Define marketing research. Give the significance of marketing research.
17. Write the various methods of marketing research. Explain survey method of research.
18. What is segmentation? Explain psychological segmentation.
19. Give the promotional methods exist exist in tourism market.
20. Explain "Zero Waste Kovalam".
21. Discuss the role of GDS in the marketing of Airlines.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. "Marketing starts and ends with customers" - Discuss.
23. Highlight the importance of marketing research in today's marketing scenario in India.
24. Define market planning. What are the objectives of market planning?
25. Explain the role of intermediaries in the promotion of tourism products.

(2×15=30)

