



QP CODE: 24000579



Reg No :

Name :

**BTTM DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH
2024**

Sixth Semester

Bachelor of Tourism and Travel Management

CORE COURSE - TT6CRT23 - TOURISM MARKETING

2017 Admission Onwards

AB9F0C70

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Write any two characteristics of tourism marketing.
2. Write a note on product concept.
3. How an organisation can achieve consumer satisfaction?
4. What are the objectives of CRM?
5. Explain the meaning of marketing research.
6. List any two significance of marketing research.
7. List out two needs of marketing segmentation.
8. Distiguish between socio-cultural and behavioural segmentation.
9. What are the major intermediaries in tourism marketing?
10. What is mean by economy pricing?
11. List out the features of service marketing.
12. List out the features of Airline marketing.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Describe the process of tourism marketing.





14. Why "Product offers" is important in Tourism Industry ?
15. What are the marketing management philosophies? Explain selling concept.
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 behavioural segmentation.
19. Market planning is important in Tourism. Why?
20. What are the various stages in new product development? Explain any one.
21. Describe the recent technological applications adopted in Tourism promotion.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain the marketing management philosophies.
23. Define Marketing Research. Describe the objectives and limitations of marketing.
24. What do you mean by marketing mix? Enumerate the various elements of marketing mix.
25. What do you mean by product mix? What are the different types of product mix strategies?

(2×15=30)

