



QP CODE: 25022360



Reg No : .....

Name : .....

**MTTM DEGREE (CSS) SPECIAL REAPPEARANCE EXAMINATION, APRIL 2025**

**Third Semester**

MTTM

**CORE - TR020303 - TOURISM MARKETING AND PUBLIC RELATIONS**

2019 ADMISSION ONWARDS

E6C91234

Time: 3 Hours

Weightage: 30

**Part A (Short Answer Questions)**

*Answer any **eight** questions.*

*Weight **1** each.*

1. What is Barter system?
2. Define hospitality.
3. What is stagmentation stage?
4. Define branding.
5. Identify the requirements for effective segmentation.
6. Find out why market positioning is so important.
7. List the factors affecting tour cost.
8. Name the three kinds of pricing methods.
9. What is consumer protection act?
10. Name the features of a good PR.

(8×1=8 weightage)

**Part B (Short Essay/Problems)**

*Answer any **six** questions.*

*Weight **2** each.*

11. What is the importance of marketing?
12. Differentiate between product and service.
13. Elucidate on the strategies to be adopted in developing a new tourism product.
14. What are the types of market targeting?





15. Explain how virtual tours can be used as a potential marketing tool.
16. Which are the types of conflicts arising in distribution?
17. Differentiate between publicity and personal selling.
18. Explain the career opportunities in PR.

(6×2=12 weightage)

**Part C (Essay Type Questions)**

*Answer any **two** questions.*

*Weight **5** each.*

19. Bring out the scope of marketing.
20. Draw and explain the difference between the Destination Life Cycle and Tourism Area Life Cycle with suitable example.
21. State Service Segmentation and discuss the advantages and process of Market Segmentation.
22. Define Promotion Mix . Discuss the steps and Factors influencing in selecting Communication Mix.

(2×5=10 weightage)

