



23144748

QP CODE: 23144748

Reg No :

Name :

MTTM DEGREE (CSS) EXAMINATION, NOVEMBER 2023

Third Semester

Faculty of Social Sciences

MTTM

CORE - TR020303 - TOURISM MARKETING AND PUBLIC RELATIONS

2019 ADMISSION ONWARDS

AF78497E

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. What is a tourism product?
2. What is meant by grading in hotel industry?
3. What is Holistic marketing concept?
4. What is labelling?
5. What is market target?
6. List out the characteristics of market segmentation.
7. Define distribution intensity.
8. Find the approaches of personal selling.
9. Identify how social media helps in public relations.
10. What is digital market?

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. What are the different types of market?
12. Explain product mix.





13. Explain the Butler's model of Tourism Life Cycle.
14. Explain how a market study is done for identifying the tourism potential of a destination.
15. Examine how tourism products differ from other services.
16. Explain how to introduce a tourism product to the market.
17. What are the types of pricing?
18. Explain how to create a brochure for selling a tourism product.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Define Marketing and narrate the different approaches in Marketing Management Concept
20. Explain Product Life Cycle along with its various stages through which a product passes through .
21. Explain in detail about the different approaches used in Market Segmentations and Targeting .
22. Identify popular consumer promotion Mix techniques adopted by Marketing in India .

(2×5=10 weightage)

