

E 3703



Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2022

Fourth Semester

MARKETING OF TOURISM

(Common for Optional Stream Travel and Tourism of Model I and Model II B.Com and UGC Sponsored B.Com. Travel and Tourism)

[2013—2016 Admissions]

Time : Three Hours

Maximum Marks : 80

Part A

*Answer all questions.
Each question carries 1 mark.*

1. What is meant by target marketing ?
2. What is inbound tourism ?
3. Define international tourism.
4. What are the segments of tourism ?
5. Define tourism demand.
6. Define price skimming.
7. Define travel mart.
8. What is behavioural market segmentation ?
9. Mention any two consumer rights in tourism industry.
10. Define mass tourism.

(10 × 1 = 10)

Part B

*Answer any eight questions.
Each question carries 2 marks.*

11. What do you mean by conducted tour ?
12. What is branding ?
13. Distinguish between Visitor and Traveller.
14. What are the methods of forecasting tourism demand ?
15. Define tourism promotion.

Turn over





E 3703

16. What are the advantages of net marketing ?
17. What are the cultural factors in tourism ?
18. Define ethnic tourism.
19. Write a short note on habitual buying behaviour.
20. Explain the role of NGOs in tourism.
21. Explain the social impacts of tourism.
22. What is the importance of travel agency in tourism ?

(8 × 2 = 16)

Part C

*Answer any **six** questions.
Each question carries 4 marks.*

23. Explain the basis for classification of visitors.
24. Describe the Peter's inventory of tourism attraction.
25. Narrate the indicators of tourism demand.
26. What are the features of marketing environment ?
27. Explain the features of cost oriented pricing.
28. Explain the role of advertising in tourism.
29. Give a short account on fiscal measures announced by the Government to support the Indian tourism.
30. Write a note on amenities and facilities in tourism.
31. Write a note on life cycle of tourism product.

(6 × 4 = 24)

Part D

*Answer any **two** questions.
Each question carries 15 marks.*

32. What are challenges facing the tourism industry in India ? Explain.
33. Write an essay on growth of international tourism.
34. Explain the factors that influences the pricing of tourism products.
35. Write a short notes on :
 - (a) Eco-tourism.
 - (b) Domestic tourism.
 - (c) Role of private sector in the tourism industry.

2/2

(2 × 15 = 30)

