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Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2024

Fourth Semester

Optional Core Course—MARKETING FOR TOURISM

(2012—2016 Admissions Mercy Chance)

[For the Optional Stream Travel and Tourism]

{For Private Registration Candidates}

Time : Three Hours

Maximum Weight : 25

Instructions : *This question paper contains two sections. Answer Section I questions in the answer book provided. Section II Internal Examination questions must be answered in the question paper itself. Follow the detailed instructions given under Section II.*

Section I

PART A

This section consists of four bunches of four questions each.

Each bunch carries a weight of 1.

Answer all questions.

BUNCH I

I. Choose the correct the answer from the choices given :

1 The concept of 4 P's of marketing was introduced by :

(a) E. Jerome McCarthy. (b) Peter Ducker.

(c) Weaver and Lawton. (d) Aaker.

2 Second stage of the tourism destination life cycle is :

(a) Consolidation. (b) Decline.

(c) Stagnation. (d) Involvement.

3 Marketing mix does not include :

(a) Price. (b) Place.

(c) Punctuality. (d) Promotion.

Turn over





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4 MNC stands for :

- (a) Multi National Company. (b) Multiple Network Company.
(c) Major National Company. (d) None of the above.

BUNCH II

II. Fill in the blanks :

- 5 B2B simply means _____.
6 Process of dividing markets in to different groups is called as _____.
7 _____ is tag line of Kerala tourism.
8 GDS stands for _____.

BUNCH III

III. State whether the following statement are True or False :

- 9 Tourism products are perishable products.
10 In AIDA principle, D stands for Dislike.
11 First stage of tourism product life cycle is Discovery.
12 In marketing, Promotion refers to communication used to inform or persuade target audiences with benefits to customer.

BUNCH IV

IV. Match the following :

- 13 World Travel Mart — (a) Used when new products to be introduced in the market.
14 Skimming pricing — (b) FAM.
15 Market penetration pricing — (c) London.
16 Familiarization tours — (d) High pricing of product.

(4 × 1 = 4)





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PART B

*Answer any **five** questions.
Each question carries a weight of 1.*

- 17 What do you mean by Tele marketing ?
- 18 Explain the term by branding ?
- 19 Enlist the benefits of new generation marketing tools ?
- 20 What is KTM ?
- 21 What is Intangibility of tourism products ?
- 22 Give a short note selection process of tourism products ?
- 23 What is customer satisfaction ? Why it is important in tourism ?
- 24 Give an account of market segmentation in tourism industry ?

(5 × 1 = 5)

PART C

*Answer any **four** questions.
Each question carries a weight of 2.*

- 25 What are the factors influencing consumer buying behavior ?
- 26 Briefly explain Products Life Cycle in tourism ?
- 27 Differentiate between advertising and sales promotion.
- 28 Enlist the benefits of Public Private Partnership.
- 29 What are travel marts ? How they benefit the industry ?
- 30 Explain the benefits of forecasting the demand in tourism.

(4 × 2 = 8)

Turn over





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PART D

*Answer any **two** questions.*

Each question carries a weight of 4.

- 31 Define Tourism demand, write its types and explain determinants of tourism demand.
- 32 Explain the term pricing; write about its types and benefit of each type.
- 33 What do you mean by consumer buying behavior ? Explain the factors influencing tourism buying behavior.

(2 × 4 = 8)

