



PG – 098

III Semester M.T.A. (Integrated Course) Degree Examination, Dec. 2012
(Semester Scheme)
TOURISM ADMINISTRATION
Paper – 3.4 : Tourism Marketing – 1

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any 10** questions. Each question carries **2** marks.

(10×2=20)

1. a) Define Tourism Marketing.
- b) Give the meaning of Marketing Environment.
- c) List out four marketing functions.
- d) What do you mean by MIS ?
- e) Mention two data collection Techniques.
- f) What is Tourism Service Marketing ?
- g) Give the meaning of manufacturing concept.
- h) What is sales forecasting ?
- i) What is Experimental Research ?
- j) Define Hospitality Marketing.
- k) Give the meaning of attitude.
- l) What do you mean by the term buyer behaviour ?

SECTION – B

Answer **any 5** questions. Each question carries **6** marks.

(5×6=30)

2. Briefly explain the steps in buying process.
3. Write a brief note on Market Segmentation.

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4. What is management process ? Explain in brief.
5. Explain the components of MIS.
6. Mention four difference between primary and secondary data.
7. Briefly explain the major concepts of Destination Marketing.
8. Write a note on "Sampling".
9. Mention the various methods of sales forecasting in Tourism and Hospitality Marketing.

SECTION - C

Answer any 2 questions. Each question carries 15 marks. (2×15=30)

10. Explain the process of Marketing Research.
11. Evaluate the role, scope and importance of MIS.
12. Explain the factors influencing consumer behaviour.
13. Describe the functions of Marketing management.