



PG – 108

III Semester M.T.A. (Integrated Course) Degree Examination, January 2014
(Semester Scheme)
TOURISM ADMINISTRATION
Paper – 3.4 : Tourism Marketing – I

Time : 3 Hours

Max. Marks : 80

Instruction : Answer *all* questions.

SECTION – A

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

(10×2=20)

1. a) What is sales forecasting ?
- b) Define marketing.
- c) What do you mean by 'Demand' ?
- d) Define product.
- e) What do you mean by 'manufacturing concept' ?
- f) Mention any two objectives of marketing research.
- g) Mention the steps involved in buying process.
- h) Mention the components of MIS.
- i) State the macro environmental factors of marketing environment.
- j) Define 'marketing myopia'.
- k) What is societal marketing concept ?
- l) What do you mean by relationship marketing ?

P.T.O.



SECTION – B

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

(5×6=30)

2. Briefly explain the importance of environmental analysis.
3. Explain the characteristics of service marketing.
4. What are the factors influencing consumer behaviour ?
5. Distinguish between sales and marketing.
6. Explain the various methods of 'field investigation research'.
7. Explain the need for information system.
8. Write a short note on 'concierge marketing'.
9. Briefly explain the management process.

SECTION – C

Answer **any 2** questions. **Each** question carries **15** marks.

(2×15=30)

10. Define market segmentation. Explain the importance and different bases for market segmentation.
11. What is desk research ? Explain in detail the various steps involved in market research.
12. Explain the relevance of studying sales and marketing in the hospitality and travel industry.
13. Explain in brief the various methods of sales forecasting with suitable examples.