



PG - 428

III Semester M.T.A. (Integrated Course)
Degree Examination, December 2014/January 2015
(Semester 2013-14 Scheme) (NS)
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) Define marketing.
- b) What do you mean by Tourism Product ?
- c) What is Market Research ?
- d) Define Market Segmentation.
- e) Define Price.
- f) What do you mean by 'Target Market' ?
- g) What is 'Product Positioning' ?
- h) What is Branding ?
- i) What do you mean by 'Sales Promotion' ?
- j) Define Advertising.
- k) What do you mean by Personal Selling ?
- l) What do you mean by 'Product Packaging' ?

SECTION - B

Answer any 5 questions. Each question carries six marks :

(5×6=30)

2. Briefly explain the features of Tourism marketing.
3. What are the elements of 'Marketing Mix' ?

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4. Briefly explain the determinants of product positioning.
5. List out the importance of new product in a Tourism Industry.
6. List out the essentials of a good brand name.
7. Describe the objectives of product packaging.
8. Briefly explain the factors influencing pricing decisions.
9. Briefly explain the limitations of sales promotion.

SECTION - C

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

(2×15=30)

10. Explain in detail the different bases of market segmentation.
11. Discuss in detail the various methods of pricing followed in Tourism Industry.
12. Describe the various merits and demerits of personal selling.
13. Explain the product life cycle with a suitable example.