



K23U 2273

Reg. No. :

Name :

**V Semester B.T.T.M./B.B.A.(T.T.M.)/B.B.A.(A.H.) Degree (C.B.C.S.S. –
O.B.E. – Regular/Supplementary/Improvement)
Examination, November 2023
(2019-2021 Admissions)**

**Core Course
5B11 TTM/BBA(TTM)/BBA(AH) : TOURISM AND HOSPITALITY
MARKETING**

Time : 3 Hours

Max. Marks : 40

**PART – A
(Short Answer)**

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

1. Define hospitality marketing.
2. What is market segmentation ?
3. Write a short note on product life cycle.
4. What do you mean by channels of distribution in Marketing ?
5. Define Green marketing.
6. What is AIDA ?

(6×1=6)

**PART – B
(Short Essay)**

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

7. What is market positioning ?
8. Write brief note any two P's of tourism marketing.
9. Define target marketing in tourism with an example.
10. What is branding ? Give an example from tourism and hospitality industry.

P.T.O.



11. What is Integrated Marketing Communication ?
12. Differentiate between publicity and advertisement in tourism industry with an example each.
13. List out any two factors affecting consumer buying.
14. Any two advantages of Advertising. (6×2=12)

PART – C
(Essay)

Answer **any four** questions. **Each** question carries **3** marks.

15. Briefly explain the importance of MIS in tourism marketing.
16. Write a note on the role of marketing mix in tourism marketing.
17. Elaborate the S T P strategy in tourism marketing.
18. Write brief note on DAGMAR approach.
19. Discuss the role of PR agencies in tourism marketing.
20. Explain the importance of relationship marketing in tourism industry. (4×3=12)

PART – D
(Long Essay)

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

21. Define Advertising. Illustrate the process involved in the development of an advertising plan for a house boat.
 22. Explain the factors influencing pricing policy. Explain with examples from tourism industry.
 23. Illustrate the concept of “Product Development in tourism and hospitality industry” with an example.
 24. Explain the various factors to be considered while selecting channels of distribution for tourism products and hospitality services. (2×5=10)
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