



K23U 0261

Reg. No. :

Name :

**VI Semester B.T.T.M. Degree (CBCSS – Supplementary)
Examination, April 2023
(2017 to 2018 Admissions)
Core Course
6B14TTM : TOURISM MARKETING**

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the following questions in **a word or one or two** sentences.
(**One** mark **each**).

(4×1=4)

1. Basic marketing concepts.
2. Social factors of marketing.
3. Idea screening.
4. Tourism Industry.

SECTION – B

Answer **any seven** questions in **a paragraph**. (**Two** marks **each**).

(7×2=14)

5. What is called marketing demand ?
6. Define marketing research.
7. What are the 4 types of product positions ?
8. What are the determinants of tourism demand ?
9. Define physical evidence in marketing mix.
10. Define marketing distribution.
11. Define strategy in marketing.

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12. Define PR in marketing.
13. Explain Magazines.
14. Give an example of travel agency.

SECTION – C

Answer **any four** questions in about **100** words. (**Three** marks **each**). **(4×3=12)**

15. What are the characteristics of tourism industry ?
16. Write a note on S-P-T.
17. Define marketing communication.
18. Write a note on advantages of advertisement.
19. Define Indirect Marketing.
20. Define Airline in tourism.

SECTION – D

Answer **any two** questions in about **500** words. (**Five** marks **each**). **(2×5=10)**

21. Write a note on Scope of Marketing.
 22. Define psychological factors of marketing in tourism.
 23. What are the 7Ps of Marketing Management ?
 24. What are all the qualities of PR staff in tourism marketing ?
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