



MS – 600

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IV Semester B.A./B.Com. (T&TM) (Vocational) Examination, May 2016  
(CBCS/Repeaters)

Paper – 4 : TOURISM MARKETING  
(70 Marks – 2015 – 16 & Onwards)  
(100 Marks – 2014 – 15 Only)

Time : 3 Hours

Max. Marks : 70/100

- Instructions :** 1) Answer *all* the questions as directed.  
2) Answer **A, B, C** for 70 marks.  
3) Answer **A, B, C and D** for 100 marks.

SECTION – A

1. Answer **any 5** of the following. (5×2=10)
- Define domestic tourist.
  - What do you mean by heterogeneity of services ?
  - Define tourism marketing.
  - What is zero-level distribution channel ?
  - Explain the term marketing research.
  - What do you mean by publicity ?
  - Explain the term “word of mouth”.
  - Define tourism product.
  - Give any two examples of physical evidence in tourism promotion.
  - What do you mean by tour brochure ?
  - Define ad-copy.
  - Define tourist behaviour.

SECTION – B

- Answer **any 3** of the following. (3×6=18)
- Explain the different models of E-business.
  - Discuss briefly the factors affecting pricing policy in tourism industry.
  - Write a note on role of audio-visuals in promotion tourism.
  - Explain the essentials of good ad-copy.
  - Explain in brief the tourism marketing mix.

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SECTION – C

Answer 3 of the following.

(3×14=42)

7. Explain the importance of information technology in tourism promotion.
8. Explain in detail the factors affecting tourist behaviour.
9. Briefly explain the Indian transport system.
10. Explain the different types of tourism products.
11. Explain the different approaches to study of tourism marketing.

SECTION – D

(For New – Scheme Only)

(3×10=30)

12. Prepare a questionnaire to conduct a survey about tourist satisfaction about destination – “Bangalore”.
  13. Write a note on Indian Tourism Industry.
  14. Explain the bases of tourism marketing segmentation.
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