

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)  
Chromepet, Chennai — 600 044.

B.Voc. END SEMESTER EXAMINATION APRIL/NOV - 2021

SEMESTER - III

20UTTCT3006 - Tourism Marketing

<b>Total Duration : 3 Hrs</b>	<b>Total Marks : 75</b>
MCQ : 30 Mins	MCQ : 15
Descriptive : 2 Hrs.30 Mins	Descriptive : 60

Section B

Answer any **SIX** questions ( $6 \times 5 = 30$  Marks)

1. Describe the features of tourism marketing.
2. Explain the concept of marketing mix in tourism.
3. Elucidate the characteristics of tourism product.
4. Illustrate the importance of motivation in modern tourism marketing.
5. Explain the concept of tourism pricing objectives.
6. Describe the concept of marketing strategy and planning.
7. Explain the types of media in tourism promotion.
8. Illustrate the concept of advertising in tourism.

Section C

Answer any **THREE** questions ( $3 \times 10 = 30$  Marks)

9. Analyse the significance of tourism marketing.
10. Examine the elements of tourism marketing.
11. Evaluate the marketing skills to be followed in tourism industry.
12. Explain the process of tourism marketing.
13. Describe the distribution channels in marketing.