

**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 EXAMINATIONS APRIL - 2022**

**SEMESTER - III**

**20UTTCT3006 - Tourism Marketing**

**Total Duration : 3 Hrs.**

**Total Marks : 60**

**Section A**

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

1. Why Segment the Tourism Market? Explain.
2. Enlist the Various types of Tourism Products of India with suitable example.
3. List and explain various pricing strategies of Tourism Marketing.
4. What is the role of Marketing Mix in Tourism?
5. Suggest various types of Team Building activities - in Tourism Marketing.
6. How far the personality development helps in Tourism?
7. What is Digital Marketing, how it is helpful in Tourism Marketing?
8. What is Tag line in marketing, Tourism Marketing tag line for the following States of India  
(a) Kerala (b) Goa (c) Arunachal Pradesh (d) Andhra Pradesh.

**Section B**

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

9. What are the various types of Tourism Market Segmentation?
10. Describe in detail about the 4 P's of Tourism Marketing.
11. What are elements of Tourism Products - illustrate with suitable example?
12. "An effective advertising campaign is the most important aspect in the successful development of a tourism business" Explain this in terms of Tourism Marketing Ideas.
13. Explain four key distribution channels of Tourism Marketing.