

**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 NOVEMBER - 2022

SEMESTER - III

20UTTCT3006 - Tourism Marketing

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section A

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

1. Define and explain the term "Marketing Mix".
2. Sketch the characteristics of Tourism Product.
3. Explain the objectives of Tourism Pricing.
4. Highlight the objectives of advertisement and publicity in the field of tourism.
5. Social Media Marketing: A tool for Tourism Promotion, Justify.
6. Why Team Building is an essential marketing skill for Tourism?
7. Write a note on the 'Geographic Segmentation' of tourism marketing.
8. Write short note on motivation and creativity in Tourism Marketing.

Section B

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

9. Why market segmentation is important in Tourism Marketing?
10. How will you design and develop Tourism Product? Explain.
11. Justify: Tourism Pricing need various Pricing methods.
12. Illustrate the various types of Media Platforms in Tourism promotion.
13. Elucidate the marketing skills required to promote innovative tourism products.
