

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 - 2024

SEMESTER - III

**20UTTCT3006 - Tourism Marketing**

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

### **Section B**

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

1. Sketch the difference between Marketing and Selling.
2. Illustrate the 8 Ps of Marketing Mix in Marketing.
3. Predict the factors affecting Micro Environment in Marketing with examples.
4. Describe the various pricing strategies adopted for Marketing a product.
5. Is it necessary to advertise Tourism products? Explain.
6. Prepare an essay on achievement of India in marketing Space programmes in recent years.
7. Explain the importance of Market Segmentation in Marketing.
8. Justify Social Media place a Vital Role for Marketing Tourism products through Online.

### **Section C**

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

9. Explain in brief about various theories in Marketing.
10. Prepare Product Life Cycle Chart for Tourism products and Explain.
11. Examine the Macro environment aspects of Marketing Environment.
12. Classify various methods of Sales Promotion in Tourism Marketing with examples.
13. Evaluate the promotion of tourism through International Tourism fairs around the World.

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