

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.A. History - END SEMESTER EXAMINATIONS - NOV'2024

SEMESTER - III

23UHICT3006 - Tourism Marketing

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

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

1. Trace out the special features of Tourism Marketing.
2. Examine the features of consumer Market.
3. Illustrate the 4 P's of Marketing Mix.
4. Interpret the exploration stage of Product Life Cycle.
5. Summarize the sales support Techniques in Tourism.
6. List out the benefits of Tourism Fairs.
7. Sketch an account on the Global MICE Travel Mart 2016.
8. Criticize the role of advertising in Tourism.

Section C

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

9. Articulate the functions of Tourism Marketing.
10. Analyze the types of Market Segmentation and its significance.
11. Explain the role of media in Marketing.
12. Deduce the activities of World Travel Mart.
13. Discuss the concept of MICE Tourism in India.
