B.T.S. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2015

Sixth Semester

Core Course 18—TOURISM MARKETING

Time : Three Hours Maximum Weight : 25

Part A

Answer all questions.
Each bunch of four questions carries a weight of 1.

BUNCH I

1. Expand CRM.

2. What is Product ?

3. What is need ?

4. What constitute a market ?

BUNCH II

5. Which is paid form of non personal presentation in promotion ?

6. Which market segmentation is the basis of age ?

7. State the only revenue producing marketing nux element ?

8. What is the final stage in product life cycle ?

BUNCH III

9. What are the 4P's in marketing mix ?

10. Which concept gives importance to product and its features ?

11. Marketing begins and ends with whom ?

12. Which characteristic denotes that services are not physical units ?

BUNCH IV

13. Name the intermediary who provides the product in bulk quantities to end uses ?

14. Which tool helps marketers to gather sort and analyse data for decision making ?

15. Name the first stages in new product development ?

16. Expand SWOT.

(4 × 1 = 4)

Part B

*Answer any **five** questions.*
Each question carries a weight of 1.

17. Define marketing.

18. Explain Sales promotion.

19. Explain market skimming.

20. What is market research ?

21. Define service.

22. Explain market plan.

23. Define targeting market.

24. What is CRM ?

$(5 \times 1 = 5)$

Part C

*Answer any **four** questions.*
Each question carries a weight of 2.

25. Explain marketing mix.

26. Explain product life cycle.

27. Explain the distribution channel strategies.

28. What are the characteristic of tourism marketing ?

29. Explain the pillan in marketing.

30. Explain the promotional strategies of airlines.

$(4 \times 2 = 8)$

Part D

*Answer any **two** questions.*
Each question carries a weight of 4.

31. Explain the bases of market segmentation.

32. Explain the new product development process.

33. Explain the 8p's in tourism marketing.

$(2 \times 4 = 8)$