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**BBATTCN 202**

**II Semester B.B.A. (T.T.) Degree Examination, September 2022**

**(NEP-2020)**

**(2021-2022 Batch Onwards)**

**TOURISM AND HOSPITALITY MARKETING (DSCC)**

Time : 2 Hours

Max. Marks : 60

**SECTION – A**

Answer **any five** of the following. **Each** question carries **2** marks.

**(5×2=10)**

1. What is digital marketing ?
2. Define consumer buying behaviour.
3. Write the difference between marketing and marketing mix.
4. What is new product development ?
5. Write the meaning of destination marketing.
6. What are the methods of sales promotion ?
7. What is branding and packaging ?

**SECTION – B**

Answer **any four** of the following. **Each** question carries **5** marks.

**(4×5=20)**

8. Describe the concept of marketing.
9. Write a note on P's of marketing and marketing mix.
10. Explain the concept of consumer buying behaviour.
11. Describe the product and product strategies in marketing.
12. Write the major activities of public relation departments.
13. Explain the concepts and process of destination marketing.
14. Write a note on marketing philosophies.

**P.T.O.**



**SECTION – C**

Answer **any three** of the following. **Each** question carries **10** marks. **(3×10=30)**

15. Explain the concept of public relation marketing.
  16. Briefly explain the major tools of public relation.
  17. Explain about product mix and branding and packaging.
  18. Describe the concepts of consumer behaviour and marketing strategies.
  19. Describe the integrated marketing planning and programs.
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