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TMS 456

Second Semester M.B.A. (TTM) Degree Examination, Sept./Oct. 2022
TOURISM AND TRAVEL MANAGEMENT
Marketing for Tourism

Time : 3 Hours

Max. Marks : 70

Note : Answer *all* Sections. **No** additional answer booklet would be given.

SECTION – A
(Compulsory)

1. There are a number of tools available for Promotion. Discuss in detail about them for the use in Tourism and Hospitality industry. **(1×15=15)**

SECTION – B

Answer **any five** questions. **Each** question carries **eight** marks. **(5×8=40)**

2. Discuss the core marketing concepts.
3. Explain about market targeting and market positioning.
4. Elucidate the consumer buying behaviour factors and process.
5. Write a brief account on 7 P's of tourism.
6. Discuss about pricing approaches.
7. Why does destination branding become an integral part in tourism marketing ?
8. Express your views on types of consumers.
9. Detail about elements of marketing mix.

SECTION – C
(Compulsory)

10. Social Media became an inevitable tool for marketers in tourism and hospitality industry. As a marketing manager, how will you chart strategies for Marketing and Promotion for a Resort on shores of Nethravathi River. **(1×15=15)**