

COURSE CODE-2041302
PG DEGREE EXAMINATION – JAN 2009

M.A (TM)

TOURISM MARKETING

(For Candidate Admitted from Calendar 2007 Onwards)

Time: 3 Hours

Max.Marks:75

Section-A

Answer all the Questions:

15 X 1 = 15

1. What is a media?
2. Define advertisement
3. Explain about omission.
4. What is a message?
5. How does contest help in advertising?
6. What is information?
7. What are sign boards?
8. What is a tour?
9. What is called as mass media?
10. What is a market?
11. What is direct marketing?
12. Define publicity.
13. What geographical segmentation?
14. What is threshold?
15. Explain the term PR.

Section-B

Answer any Five Questions:

5 X 6 = 30

16. a. What are the different types of advertisement

(Or)

b. Explain the need for tourism information.

17. a. What are the infrastructural needs for the development of tourism marketing?

(Or)

b. What are the social impacts of tourism?

18. a. What is the market oriented service?

(Or)

b. What is the market place?

19. a. What is market segmentation?

(Or)

b. What is 4 Ps in marketing?

20. a. What are important market products?

(Or)

b. What factors affect tourism marketing?

Section- C

Answer any Two Questions:

2 X 15 =30

21. Write about the steps involved in planning advertisement.
22. What is the purpose of advertising and public relation?
23. What is the need for market segmentation?
24. What is a corrective advertisement when it is done?
25. Write about recent trends in tourism marketing.