MB-117E

Sl.No. : **Total No. of Pages : 3**

Third Semester M.B.A. Degree Examination, May/June - 2023
(Non CBCS) (SLM Scheme)
MANAGEMENT
Tourism Sales and Marketing (Elective - E)

Time : 3 Hours **Max. Marks : 80**

SECTION - A

Q1) **Answer any five sub-questions. Each sub-question carries three marks :** **[5 × 3 = 15]**

a) What is marketing mix?

b) What do you understand by Advertisement?

c) What is demographic segmentation?

d) What do you understand by TQM?

e) What is Distribution of channel?

f) What do you mean by Targeting?

g) What is integrated marketing communication?

SECTION - B

Answer any four questions. Each question carries five marks : **[4 × 5 = 20]**

Q2) Bring out the nature of marketing in tourism.

Q3) Explain the evolutionary eras of marketing.

Q4) Elucidate the difference in hospitality and travel services.

Q5) Explain the Kotler's economic model influence on buying behaviour.

Q6) Explain the various functions of advertising.

Q7) What are the levels of marketing management?

SECTION - C

Answer any three questions. Each question carries ten marks : [3 × 10 = 30]

Q8) Discuss the sequential steps in conducting segmentation and targeting.

Q9) Elucidate the marketing information system design in tourism domain.

Q10) Explain the GATS provision and tourism services.

Q11) Explain the role of advertising and sales promotion in travel and tourism industry.

Q12) Discuss the recent trends and challenges faced by global tourism industry.

SECTION - D

Q13) **Case (Compulsory) : [1 × 15 = 15]**

Via.com formerly known as FlightRaja.com is a travel portal and online travel company based in Bangalore, India.

- Via.com networks with more than 1,00,000 partners across 10,000 towns and cities globally
- Via was founded on July 25, 2006 and was incorporated in May 2007.

Via came up with the idea, that it's very hard for the entire company to come to a few websites and it will be a great idea, to make world class products and services, available to the common Indian through neighborhood stores.

In a way to imagine they dreamt of a company which would have the scale of Walmart but a distribution of FMCG. So the availability of standardized services to everyone, irrespective of where they bought it to. The model became a huge blue ocean and it spread like wild fire. More people wanted to join the distribution success of Via as, new entrepreneurs came into the system and made money.

The company spread to few hundred cities very quickly and became the market leader for several airlines in a very short span. Then they looked to see similar macros globally and ventured into Philippines. Indonesia and now Via operates globally.

Questions :

a) Discuss the significance of travel portal and online travel Agency in Indian Tourism Development?

b) Explain the blue Ocean strategy in travel and tourism business.

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