MB117E

Sl. No.

III Semester M.B.A. Degree Examination, May/June - 2026

MANAGEMENT

Elective-E : Tourism

Tourism Sales and Marketing

(Non-CBCS Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any Five sub-questions. Each question carries Three marks. (5×3=15)

1. a) Define Service Marketing.

b) What do you understand by Marketing Mix?

c) What is segmentation marketing?

d) What do you mean by Tourism Distribution System?

e) What is Promotion Mix?

f) What do you mean by Pricing?

g) What is tourism culture?

SECTION - B

Answer any Four questions. Each question carries Five marks. (4×5=20)

2. Discuss the factors affecting for Promotion Mix.

3. Explain the features of Service Marketing.

4. Elucidate the components of Sales Mix.

5. Explain the consumer buying behavior pattern.

6. Explain the various importance of AIDA in Tourism.

7. Discuss the various Philosophies of Tourism Marketing.

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SECTION - C

Answer any Three questions. Each question carries Ten marks. (3×10=30)

8. Discuss the sequential steps in conducting tourism new product development.

9. Elucidate the marketing research process in hospitality industries.

10. Explain the technology in tourism marketing with relevant examples.

11. Explain the role of online travel and websites for tourism marketing.

12. Discuss the functions and challenges of destination branding.

SECTION - D

(Compulsory)

13. Case Study. **(1×15=15)**

Mediquip Ltd., is a company dealing in distribution of medical equipments. The company recently imported 15000 units of sugar testing machines to test the sugar levels without taking blood samples. For deciding the marketing strategy, the Chief Executive Officer of the company called a meeting of the marketing heads of different zones.

In the meeting, Sandeep,the North Zone Marketing Head, suggested that since the machines were sophisticated they need to visit hospitals personally, to explain its working to the hospital staff who would be using the machines. He also suggested that additional trained people may be recruited for the same. Himanshu,another Zonal Head, added that since lot of money had been spent on the import of the machines, the company was short of funds to pay to the additional staff as suggested by Sandeep.

Rahul, a newly appointed Zonal Head of South Zone suggested that since the size of the order is not large, a detailed study of the factors determining the choice of channels of distribution is required before making the right choice.

Questions:

a. Identify the factors influencing the choice of channels of distribution which were discussed in the meeting.

b. Also, explain briefly the other consideration to be taken care of in each factor identified in part.

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