MB-117E

Sl.No. : **Total No. of Pages : 2**

Third Semester M.B.A. Degree Examination, May -2025
(SLM Scheme) (Non CBCS)
MANAGEMENT
(Elective - E) TOURISM
Tourism Sales and Marketing

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

Instruction : Answer all sections.

Section- A

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

1) a) What do you mean by Tourism Sales?

b) What is Tourism Marketing?

c) Mention the 4p's of Marketing Mix.

d) What is advertising?

e) What do you mean by Market Segmentation?

f) What is Marketing Environment?

g) What do you mean by Consumer Behavior?.

Section - B

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

2) Explain the Nature of Tourism Sales.

3) Discuss the features of Tourism Marketing.

4) Explain the Channels of Distribution in Tourism.

5) Brief on 4P's of Marketing Mix in Tourism.

6) Explain the Components of Marketing Environment.

7) Explain the advertising strategies in Tourism.

Section - C

Answer any three questions. Each question carries ten marks.

[3 × 10 = 30]

8) Briefly explain the Evolution of Tourism Marketing.

9) The interdependent nature of the tourism product and services makes joint promotion of the product and services of various travel constituents a necessity." Justify the above statement.

10) Why is market segmentation important? Discuss approaches for segmenting inbound tourists to India.

11) Discuss the factors that influence the consumer behavior.

12) Explain the difference between Marketing Information System and Marketing Research.

Section - D

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

State Tourism Development Corporation is gearing up to host an "International Jack Fruit Festival".

Develop a detailed marketing plan for the promotion of an "International Jack Fruit Festival".

