MBSC-3.2E

Sl. No.

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

MANAGEMENT

Elective - E : Tourism

Tourism Sales and Marketing

(CBCS Scheme)

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

SECTION - A

Answer any Five questions. Each question carries Five marks. **(5×5=25)**

1. Explain the nature of tourism sales and marketing.

2. Explain the role of ICT in tourism.

3. State the significance of eco - tourism.

4. Mention the factors affecting tourism.

5. Explain the role of consumer behaviour in tourism.

6. Discuss the marketing mix elements of tourism.

7. Highlight the objectives of tourism planning in India.

SECTION - B

Answer any Four questions. Each question carries Ten marks. **(4×10=40)**

8. Discuss the growth of tourism industry in India.

9. Critically evaluate the environmental factors affecting tourism.

10. Explain the role of advertisement in tourism industry.

11. Examine the behavioural motivators of modern tourism.

12. Discuss the recent trends in tourism industry.

13. Elaborate the role of transportation in tourism.

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SECTION - C

14. Case Study (Compulsory). **(1×15=15)**

Malaysia has made efforts to attract tourists to the country since the 1960s. In 1972, the Tourist Development Corporation of Malaysia (TDC) was established as an agency under the Ministry if trade and industry.The 'Truly Asia' Campaign. Tourism Malaysia launched the 'Truly Asia' campaign in 1999 with the intention of positioning Malaysia as a preferred tourist destination for people from different parts of the world. Efforts had been made to promote Malaysian tourism previously, but the country had been largely hampered by its lack of 'distinctiveness' in the global tourism sphere. Analysts thoughts that Malaysia did not have a unique image in the minds of people and there was nothing to set it apart form any other extent of saying that Malaysia's diverse population was its shortcoming, as it prevented it from creating a distinct identity globally.

Questions:

a) What would be Malaysia strategies to overcome this issue?

b) Explain how positioning strategy helps Malaysia to create its brand image in public.
