MBSC-3.2E

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

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

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

SECTION - A

Answer any five questions. Each question carries five marks. **[5 × 5 = 25]**

Q1) Define Marketing. State the objectives of marketing.

Q2) What are the 3A's of marketing?

Q3) What is event marketing? Explain.

Q4) State the features of tourism industry.

Q5) Mention the role of travel agency in tourism.

Q6) Discuss the attributes of Marketing in tourism.

Q7) What are the functions of tourism distribution System?

SECTION - B

Answer any four questions. Each question carries ten marks. **[4 × 10 = 40]**

Q8) Explain the growth and development of tourism industry.

Q9) What is service marketing? Discuss the components of Service Mix.

Q10) Discuss the steps involved in tourism planning process.

Q11) Explain the various importance of advertising in Tourism.

Q12) Explain the Positioning strategies in Tourism with relevant examples.

Q13) Discuss the types of tourism planning.

SECTION - C

Q14) **Case (Compulsory)** **[1 × 15 = 15]**

As one of the most recognized corporations in the world, The Coca-Cola Company offers over 500 brands to people in more than 200 countries and employs more than 700,000 people around the world. In addition to its namesake Coca-Cola drinks, just some of the company's leading brands around the world include Dasani waters, Gold Peak teas and coffees, Honest Tea, Minute Maid juices, Powerade sports drinks, Simply juices, smartwater, Sprite, vitaminwater and Zico coconut water. The company has built dozens of mobile apps, ranging from the mixology guide *Coca-Cola Freestyle* for consumers to Coke Notify Service Request for retailers to Dasani Purefill, an app designed to help college students stay hydrated via self-serve water stations. The company was founded in 1892 and is headquartered in Atlanta, GA.

All around the world, people consume The Coca-Cola Company's products 1.7 billion times every day - about 19,400 beverages every second. Because many consumer interactions with the company's brand occur in secondary outlets, such as grocery stores and stadiums, it's particularly valuable to have accurate data that sheds light on the myriad marketing challenges and opportunities that come with being such a ubiquitous and multi-faceted brand.

Questions:

a) Explain the background of Coca-Cola, and why is it such a relevant brand.

b) Discuss the innovation strategies that the brand adopts.

c) Explain the three significant apps launched by Coca-Cola.

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