MBSC-3.2E

Sl. No.

III Semester M.B.A. Degree Examination, October/November - 2025

MANAGEMENT

Elective-E: Tourism

Tourism Sales and Marketing

(CBCS SLM Scheme)

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

SECTION - A

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

1. State the objectives of a tourism sales force.

2. Write a note on the evolution of tourism marketing.

3. List unique features of tourism marketing.

4. As a marketing manager for a new resort in Coorg, suggest two strategies to promote the property to international tourists.

5. Explain Kotler's model of consumer behaviour.

6. A travel agency is planning to launch an online booking app. Suggest two ways the app can influence consumer behaviour.

7. Explain the importance of environment analysis in tourism marketing.

SECTION - B

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

8. Explain the structure and functions of sales management in tourism.

9. Discuss the role of distribution channels in tourism marketing.

10. Imagine you are a tour operator. Design a simple distribution channel strategy to promote a cultural festival package.

11. Describe the marketing mix for a heritage hotel.

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12. A theme park wants to attract more family tourists. Propose a targeted segmentation and positioning strategy.

13. As a marketing consultant, suggest how IT tools and marketing information systems can be used to predict tourism trends post-pandemic.

SECTION - C

Case (Compulsory) **(1×15=15)**

14. The "Incredible India" campaign launched by the Ministry of Tourism aimed to promote India as a global destination. The campaign focused on showcasing India's cultural diversity, spiritual tourism, wildlife, and medical tourism. Its creative branding with the "Incredible India" logo and international advertising significantly boosted foreign tourist arrivals. However, the campaign has faced challenges such as inconsistent service quality, infrastructural issues, and competition from other Asian destinations.

Questions:

a. Evaluate the strengths and weaknesses of the "Incredible India" campaign.

b. Suggest strategies for sustaining global tourist interest in India.

c. How can digital marketing improve future tourism campaigns?
