

Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with A++ Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India
Continuous Internal Assessment –I (February 2025)
Second Semester

Class: I MBA
Branch: Tourism Management

Time: 2 Hours
Max. Marks: 60

24MTAC08 –Tourism Marketing

Course Outcomes:

CO1: Understand the nature and characteristics of Tourism Marketing

CO2: Learn the concept of Tourism Product pricing and promotion

CO3: Aware of distribution channels in Tourism Industry

CO4: Gain the significance of people and process in tourism services

CO5: Analyze the strategies and technology in Tourism marketing and Research.

Part A
Choose the Correct Answer

6x1=6 Marks

1. E-Marketing is a part of which of the following? CO1K1
a. E-payment b. E-Commerce c. E-mail marketing d. Traditional marketing
2. What do you understand by Marketing buzz? CO1K2
a. Social marketing b. Traditional marketing c. Digital marketing d. Viral Marketing
3. Who is the Father of Modern Marketing? CO2K1
a. Philip Kotler b. Peter F Drucker c. Abraham Maslow d. Raymond Kroc
4. In the service industry how many Ps comprise the marketing mix? CO2K2
a. 4 Ps b. 7 Ps c. 10 Ps d. 8 Ps
5. What do you understand by brand loyalty? CO2K3
a. Consumer's emotional attachment to the brand
c. Fulfillment of consumers needs b. Consumer's social attachment toward the brand
d. Feel good factor when using a brand's product

6. The marketer focuses on product awareness, trial, and expansion in this stage of the product life cycle? CO3K3

a. Growth stage b. Decline Stage c. Maturity Stage d. Introduction Stage

Part B

3x6 =18 Marks

Answer ALL questions

Each answer should not exceed 400 words or two pages

7. a. Write about Scope of Tourism Marketing with examples? CO1K3

(or)

7. b. Brief note on BCG (Boston Consulting Group's)? CO1K3

8. a. Write about the factors affecting Tourist Behavior? CO2K3

(or)

8. b. Brief note on Butler's TALC? CO2K3

9. a. Write about types of Tourism Products? CO2K4

(or)

9. b. What are the factors influencing pricing decision CO3K3

Part – C

3.x12=36 Marks

Answer ALL questions

Each answer should not exceed 800 words or four pages

10.a. Explain in Detail Marketing Concepts ? CO1K4

(or)

10.b. Elaborate on Marketing Mix with example ? CO1K5

11.a. Explain in detail New product Development process? CO2K4

(or)

11.b. Explain in detail Concept, Problems & Utility of Product life cycle. CO2K4

12.a. Discuss in detail objectives, Importance & strategies of Pricing? CO2K5

(or)

12.b. Elaborate on Marketing Strategic planning & Marketing Process? CO3K5

Staff In charge: Ms. Ashish Kanwar .G

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