



MBA.T.II/11. 253

**M.B.A DEGREE (TRAVEL AND TOURISM) II SEMESTER EXAMINATION APRIL 2011**

**SMT 2207 MARKETING MANAGEMENT FOR TOURISM**

Time: 3 Hours

Maximum Marks : 50

(All questions carry EQUAL marks)

(5 x 10 = 50)

- I. A. Elaborate the importance of Tourism Marketing.  
**OR**  
B. Enumerate the features of Tourism Marketing Mix.
- II. A. Explain the steps involved in Buyer Decision Process in Tourism.  
**OR**  
B. Discuss the features to be considered in the process of market positioning.
- III. A. Define the term "Marketing Mix". Explain the new product development process in travel and tourism industry.  
**OR**  
B. Discuss the needs of various sales promotion techniques in tourism industry.
- IV. A. Elaborate the contemporary issues in tourism marketing in Indian scenario.  
**OR**  
B. Describe the various techniques involved in the marketing techniques of Airlines.
- V. A. Discuss the need of 'Creativity and Team building' in Tourism development.  
**OR**  
B. Discuss the strategies adopted in Tourist publicity.

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