



MBA.T.II/10.88

**M.B.A. DEGREE (TRAVEL AND TOURISM) II SEMESTER EXAMINATION  
JUNE 2010**

**SMT 2207 MARKETING MANAGEMENT FOR TOURISM**

Time : 3 Hours

Maximum Marks : 50

(All questions carry EQUAL marks)

(5 x 10 = 50)

- I. A. Explain the special features of tourism marketing.  
**OR**  
B. Explain the various bases of tourism market segmentation with special reference to Kerala.
- II. A. Enumerate the factors influencing buyer behaviour in tourism.  
**OR**  
B. Explain the methods of positioning tourism in India.
- III. A. Explain the issues involved in the new product development with examples.  
**OR**  
B. Differentiate between Advertising and Sales promotion.
- IV. A. Elucidate the trends in tourism marketing with specific focus on resorts.  
**OR**  
B. Explain the marketing strategies to be followed by Jet Airways among Domestic Travelers.
- V. A. Explain the advertising planning process for travel agencies in Kerala.  
**OR**  
B. Explain the provisions of choosing an advertising agency.

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