



MBA.T.II/ 05.12.342

**MBA (TRAVEL AND TOURISM) DEGREE II SEMESTER EXAMINATION
MAY 2012**

SMT 2207 MARKETING MANAGEMENT FOR TOURISM

Time: 3 Hours

Maximum Marks : 50

(5 x 10 = 50)

- I. A. How do we undertake marketing of tourism product? Explain.
OR
- B. Explain the various bases of tourism market segmentation with special reference to Kerala.
- II. A. Enumerate the buying decision process with examples.
OR
- B. Explain the importance of positioning tourism in India.
- III. A. Explain the issues involved in the product life cycle with examples.
OR
- B. Differentiate between Advertising and Sales promotion.
- IV. A. Elucidate the trends in tourism marketing with examples.
OR
- B. Explain the marketing strategies to be followed by Indian Airlines among domestic travellers.
- V. A. Explain the advertising planning process for travel agencies in Kerala.
OR
- B. What is publicity? Explain its difference with public relations.
