

**M.B.A (TRAVEL AND TOURISM) DEGREE III SEMESTER EXAMINATION
NOVEMBER 2012**

SMT 2305 TOURISM MARKETING

Time : 3 Hours

Maximum Marks : 50

(5 x 10 = 50)

- I. A. Why does 4Ps marketing mix framework become inadequate in tourism marketing?
OR
B. How do search – experience-credence attributes influence the consumer behaviour of tourism services?
- II. A. Explain the scope of marketing research in tourism sector.
OR
B. Describe the relevance of tangible and intangible components in defining a tourism service product.
- III. A. What are the types of advertising used by public and private tourism companies in India? Explain.
OR
B. Discuss the reach and impact of internet medium in promoting tourism services.
- IV. A. Explain the factors to be considered in calculating room rates of a hotel.
OR
B. Discuss the role of travel agents in marketing hospitality services.
- V. A. Analyse the following case and answer the question given.

Hotel White Paradise is located at peak point and the rooms are so located as to present a panoramic view of valleys and peaks. During winter season the vicinity of this hotel experiences snow two or three feet deep and guests can really enjoy their stay. This hotel was the favourite of snow lovers and till 2005, it was famous for its services. The snow lovers had to plan three to four months in advance for getting reservations at this hotel.

In 2006 two more hotels – Hotel Landmark and Hotel Snowcamp came up in this area and the going was tough for them due to the established business of Hotel White Paradise. The proactive policies of the new hotels started penetrating into the market share of Hotel White Paradise and by 2008, White Paradise started feeling the heat of the competition.

Due to more employment opportunities available, quite a few employees of White Paradise joined Landmark and Snowcamp, at higher salaries. The management of White Paradise was not concerned about the employee turnover as they felt the positioning of White Paradise is enough to keep the customer share intact and it was only a temporary phenomenon. By 2010, business had declined heavily and it was reported that the occupancy level had gone down to an average of 60% as against 100% in 2005.

The management of White Paradise changed at the board level and the new board intends to revive the performance of this hotel and bring it back to the level of 2005 when the occupancy rate was 100%.

Question: Review the competitive situation faced by the Hotel White Paradise and suggest a suitable marketing strategy.

