



MBA.T.III/11. 983

**MBA (TRAVEL AND TOURISM) DEGREE III SEMESTER EXAMINATION
NOVEMBER 2011**

SMT 2305 TOURISM MARKETING

Time: 3 Hours

Maximum Marks : 50

(5 x 10 = 50)

- I. A. Why is a marketing plan important for the modern travel and tourism industry?
OR
B. Illustrate the purpose of creating a positioning statement for a travel product or service.
- II. A. What is market segmentation? Explain the advantages market segmentation offers to travel marketers.
OR
B. Discuss how Tourism firm's pricing strategies influence the promotional program.
- III. A. Elucidate on the marketing channels for travel and tourism sectors.
OR
B. Discuss the strategies for a tourism destination's public relations campaign using a variety of PR tools.
- IV. A. "The interest has become pervasive in tourism marketing today" Discuss.
OR
B. Define market research. How does travel research help the marketing process?
- V. Read the following case and answer the questions given below:

Consumers are an integral part of service provision in tourism. Although they are the recipients of service, consumers constitute an important component of the tourism product. Because of the inseparability of the production and consumption, consumers can observe the service process, participate in it; and influence its outcome. The consumers' character, personality, motivations and overall behaviour determine the final outcome of the service provision and the level of satisfaction with the service.

Consumers are also a source of tourism product differentiation. Tourism products are customized and differentiated depending on their requirements. Service providers must adequately identify these needs and segment the total tourist market. Also the customers' perceptions of the tourism quality determine repeat visitation and customer retention.

1. Outline some principles of good customer service in tourism
2. Why do you think an understanding of customer psychology is important for tourism promoters?
3. Why is it important for travel professionals to understand the steps in the tourists' buying process or purchasing decision?
