

**M.B.A. (TRAVEL AND TOURISM) DEGREE III SEMESTER EXAMINATION
NOVEMBER 2010**

SMT 2305 TOURISM MARKETING

Time: 3 Hours

Maximum marks: 50

(5 x 10 =50)

- I. A. How does a tourism company deal with unique characteristics of service?
OR
B. Discuss when the family can be a strong influence on consumer behaviour regarding choice of a hotel.
- II. A. Select a company from hospitality industry and explain its targeting and positioning strategies.
OR
B. Describe the service product offerings of a tourism company.
- III. A. Why it may look sensible for a tourism company to shift some of its advertising budget to public relation?
OR
B. Give an example of good direct marketing campaign of a tourism company and explain why do you feel it was effective?
- IV. A. Discuss the popular pricing strategies adopted by hospitality industry in India.
OR
B. How does technology change distribution channels in tourism industry?
- V. Analyse the following case and answer the questions given at the end:

Green Valley Resorts was started in 1997 as a private limited company. It contacted customers door to door explaining to them about the time share concept and extending additional facilities like ticketing, pick up and drop facilities, gifting or renting, the time share, easy installment payment, off season discount and most of all, honouring its commitments. The company hired a few bungalows initially in Ootty and Kodaikanal. But within four years, it had come up with its own resorts in full operation. It has plans to add 25 resorts in new locations in the next three years. At present it has a customer base of about 20000 customers and market share of 15% under its hold.

The awareness and acceptance of time share concept has led to a number of companies entering this business offering holidays at exotic places on competitive rates. Green Valley Resort is now trying to identify new segments so that it can concentrate its efforts and maintain its market share.

- (a) Suggest a suitable segmentation strategy for the company and justify your answer.
(b) Suggest an innovative strategy to maintain its market share in the competitive business.

