

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.Voc. - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - IV

23UTTCT4008 - Tourism Marketing

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Define Marketing and its need for the Tourism Industry.
2. Discuss the functions of Tourism.
3. Explain Product Life Cycle.
4. Explain about WTM.
5. Write the Features of Market segmentation in Tourism.
6. Write Short Notes on Macro Environment in Tourism Marketing.
7. Discuss the importance of advertising in relation to Tourism Industry.
8. What is the role of Public Relation in Tourism Marketing?

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Differentiate between Marketing and Selling.
10. Discuss the Five "P"s of Marketing with its application in Tourism Industry.
11. Describe the Types of Pricing with its application in Tourism Industry.
12. Explain about Macro and Micro Environment in Marketing.
13. Explain about CRM.
