

Roll.No.

23UTTCT4008

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 - NOVEMBER 2025
SEMESTER - IV

23UTTCT4008 - Tourism Marketing

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions (6 × 5 = 30 Marks)

1. Define Tourism Marketing. Explain the importance of marketing in promoting tourism destinations and services.
2. Analyze the functions of tourism marketing and discuss how they contribute to the success of a tourism organization.
3. Explain the importance of marketing research in understanding tourist behaviour and market trends.
4. Discuss the process of product planning and development in tourism.
5. Indicate the differences between the Macro - Environment and the Micro-Environment, with relevant examples from the tourism industry.
6. Examine how social and cultural factors influence international tourism marketing strategies for India.
7. Explain the different type of Pricing Strategies in detail with suitable examples.
8. List out and explain the main distribution channels used in tourism marketing.

Section C

Answer any **THREE** questions (3 × 10 = 30 Marks)

9. Evaluate how the characteristics of tourism marketing influence marketing strategies in tourism businesses.
10. Explain the concept of market segmentation in tourism marketing. Design a promotional plan for an adventure tourism destination.
11. Case Description:
"The start-up, TravelEase, introduced an AI-based mobile app that creates

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personalized travel itineraries by analyzing user data and online reviews. The company quickly captured the attention of young travellers but is now facing significant competitive pressure from major established Online Travel Agencies (OTAs) including MakeMyTrip and Yatra.”

Questions:

- How has technology fundamentally reshaped the marketing landscape in this scenario?
- What are the key micro-environmental challenges (specifically competition, consumer shifts, and intermediaries) currently impacting TravelEase?
- What innovative strategies focusing on product and customer engagement should TravelEase adopt to maintain its competitive edge?

12. Develop a comprehensive Promotional Pricing and Sales Promotion plan for a new adventure tour operator targeting young, budget-conscious travellers. The plan must incorporate a specific use of Ariel Advertising or Railway Advertising (“Off the Wall”) and detail the corresponding methods of sales promotions used to drive immediate bookings.
13. Analyze the benefits of participating in international tourism fairs for Indian tourism enterprises. Consider aspects such as networking, market expansion, and brand visibility in your answer.
