

Reg. No. :

Code No. : 6087

Sub. Code : DMT 13

M.A. DEGREE EXAMINATION, APRIL 2014.

First Year – Non Semester

Tourism Management (DD & CE)

**TOURISM PROMOTION PUBLICITY AND
MARKETING**

(For those who joined in July 2008 – 09 onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions out of Eight.

1. Write a note on public relation.
2. Explain the role of in-house PR.
3. Explain the role of travel and tourism exhibitions in India.
4. Write down the 4P's of marketing.
5. Explain various steps in planning marketing.
6. How might a tour be promoted?

7. What are the points to be considered while preparing an tour itinerary?
8. Explain the objectives of marketing research.

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions out of Eight.

9. List out the role of public relation in tourism industry.
10. Bring out the various modes of promotion in tourism.
11. Explain the various technique of developing the sales of handicraft.
12. Bring out the advantages of Brochure and Folders in tourism publicity.
13. Explain the different classification marketing.
14. Discuss the basic functions of a tour operator.
15. Discuss the various steps to identifying potential market.
16. Explain the basic tools required for distributing tourism product.