

Reg. No. : .....

**Code No. : 7087**

**Sub. Code : DMT 13**

M.A. DEGREE EXAMINATION, APRIL 2015.

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. Explain the role of media in promoting tourism.
2. Explain the role of in-house PR.
3. List out the advantages of organising conventions.
4. How exhibitions plays a vital role in tourism promotion?
5. Bring out the concept of marketing.

6. Discuss the merits and demerits of market segmentation.
7. How to prepare an itinerary?
8. Explain the various functions of distribution channels.

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions out of Eight.

9. Bring out the various modes of promotion in tourism.
10. Give an account on global advertising.
11. Give a note on travel related exhibitions.
12. Explain the role of TV in developing tourism.
13. Explain in detail about tourism product.
14. Explain the different classification marketing.
15. Explain the origin of package tour.
16. Explain the advantages and disadvantages of marketing information system.