

Reg. No. :

Code No. : 8087

Sub. Code : DMT 13

M.A. DEGREE EXAMINATION, NOVEMBER 2013.

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 online advertising.
2. Explain the basic tools of sales promotion.
3. Explain tourism publicity through organising convention.
4. Explain the importance of micro-business in tourism.
5. Explain the various functions of marketing.

6. Explain the methods of costing a tour.
7. Explain in detail about forecast methods.
8. What are the major categories of marketing research?

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions out of Eight.

9. Discuss the sales of support activities.
 10. Write a detail note on receptions of visitors.
 11. Give a note on travel related exhibitions.
 12. Explain the five marketing proportions.
 13. Discuss marketing Mix in tourism.
 14. Explain the procedure for tour operation.
 15. Give a detail note on marketing research.
 16. Discuss the various functions of distribution channels.
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