

Reg. No. :

Code No. : 9087

Sub. Code : DMT 13

M.A. DEGREE EXAMINATION, NOVEMBER 2014.

First Year — Non–Semester

Tourism Management — (DD & CE)

**TOURISM PROMOTION PUBLICITY AND
MARKETING**

(For those who joined in July 2008 – 2009 onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions out of Eight.

1. What are the skills required for News reporting?
2. Explain the role of media in promoting tourism.
3. Explain brochure and its types.
4. Explain the advantages of printing materials in tourism publicity.
5. Explain various types of marketing research.
6. Write down the 4P's of marketing.

7. How to prepare an itinerary?
8. What are the major categories of marketing research?

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions out of Eight.

9. Bring out the basic requisites of travel writer.
10. Give an account on global advertising.
11. Write a detail note on receptions of visitors.
12. Bring out the various methods in dissemination of information.
13. Bring out the purpose and scope of marketing.
14. Discuss the types of micro-business in tourism.
15. Discuss the basic functions of a tour operator.
16. Explain the advantages and disadvantages of marketing information system.