

PG-161

MTTS-24

**M.A. DEGREE EXAMINATION —
JANUARY 2015.**

Second Year

Tourism and Travel Studies

**TOURISM: PROMOTION, PUBLICITY AND
MARKETING**

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. What is meant by Tourism Marketing?
2. Give a brief account on indoor media.
3. Write a note on the importance of Advertising in the Tourism Industry?
4. Define Hospitality.
5. What is Marketing Mix?

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the importance of Tourism in today's world.
7. How does Photography play a role in the marketing of tourism products?
8. Write an essay on Tourism promotion.
9. Examine the significance of Fairs and Exhibitions in marketing.
10. Highlight the role of Media in Tourism Marketing.
11. Discuss the types of Accommodation.
12. Explain Market Segmentation.
