

DCT's
S.S. Dempo College of Commerce & Economics
Altinho, Panaji, Goa
M.A in Tourism & Heritage Management (Semester I) SEE, November 2016
Code: THMC-103
Subject: Tourism Marketing

Duration: 3 Hours

Max. Marks: 60

Instructions:

- 1) Answer all the questions
 - 2) Marks are indicated against each question
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1. Write Short Notes on any 5 of the following: (5 X 2Marks)

- a. What are Consumer Markets? What do companies need to keep in mind when entering Global Markets?
- b. What is Customer Satisfaction? How can a firm monitor Customer Satisfaction?
- c. Focus Groups.
- d. Functions of Packaging.
- e. Negative impact of Social Media Marketing.
- f. Explain any four reasons for Product Failure.

2A. Discuss the role of the 4Ps in formulating marketing strategies in the following situations. i) Small sized car prized at Rs. 2.00 lac and ii) A tourist destination of your choice **(10 Marks)**

OR

2B. What do you understand by the term 'Marketing'? With the help of examples discuss the ten entities that marketers market. **(10 Marks)**

3A. Select an Airline Company of your choice operating in the Indian Market. Find out the internal and external environmental factors influencing the business of the company. With proper justification explain all factors in detail. **(10 Marks)**

OR

3B. Write a detailed note on Promotional Pricing Techniques with appropriate examples. **(10 Marks)**

4A. What are the five stages to an effective Consumer Adoption Process? Identify the factors influencing the adoption process. **(10 Marks)**

OR

4B. Explain the concept of the Product Life Cycle and discuss the marketing strategies that may be used at the introductory and maturity stages of the product life cycle. **(10 Marks)**

5A. Define 'Advertising' and explain the various types of advertising strategies an organization can use to market its products or services. **(10 Marks)**

OR

5B. Highlight the importance of a questionnaire as a research tool and briefly explain the different types of questions that can be used to design a questionnaire. **(10 Marks)**

6A. 'Consumers buy brands not products'. Discuss the importance of branding in context with the above statement using suitable examples. **(10 Marks)**

OR

6B. Explain the concept of Customer Relationship Management? As a Relationship Manager what are the various schemes you would carry out to retain valuable customers from switching to your competitors? **(10 Marks)**