

D 13418**(Pages : 2)****Name.....****Reg. No.....****FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021**

Tourism and Hospitality Management
GEC5MT13—PRINCIPLES OF MARKETING
(2018 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Section A

*Answer all questions.
Each question carries 1 mark.*

1. Expanded form of TIM is _____.
2. Which is the larger concept of marketing ?
3. A tourism product is a combination of different products from different manufacturers. It is commonly known as _____.
4. Expand SWOT.
5. Advertising is one of the _____ in marketing.
6. Which segmentation generally preferred by international companies ?
7. Introduction stage is otherwise known as _____ stage.
8. The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other product is known as _____.
9. In marketing, companies achieve profits through _____.
10. _____ is a group of related products under a single brand by the same company.

(10 × 1 = 10 marks)

Section B

*Answer any eight questions.
Each question carries 2 marks.*

11. Define Marketing.
12. What is service ?
13. Write the characteristics of marketing.
14. What is new product development ?
15. Write a note on communication channel.
16. Define branding.

Turn over

17. What is product mix ?
18. Write the stages in PLC.
19. What is market segmentation ?
20. What is price concept ?
21. What is the meaning of brand identity ?
22. What is place mix ?

(8 × 2 = 16 marks)

Section C

*Answer any **six** questions.
Each question carries 4 marks.*

23. Briefly explain service marketing.
24. Write the difference between product and service.
25. Write a short note on product pricing.
26. Marketing is an economic oriented tool in tourism. Comment.
27. Write the benefits of marketing in tourism.
28. Write the characteristics of marketing.
29. What are the elements of marketing mix ?
30. What are the stages in PLC in terms of marketing ?
31. Write the relation between Tourism multiplier effect and Hospitality industry.

(6 × 4 = 24 marks)

Section D

*Answer any **two** questions.
Each question carries 15 marks.*

32. What is tourism marketing ? Explain the elements of tourism marketing.
33. Write an essay on service marketing techniques.
34. Explain the benefits of SWOT analysis in marketing.
35. Explain the stages in PLC.

(2 × 15 = 30 marks)