

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION DECEMBER 2023
(Second Semester)

Branch – HOSPITALITY MANAGEMENT

TOURISM OPERATIONS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Identify a factor which is considered to be one of the main marketing functions for a tourism business.
(i) Place (ii) Promotion
(iii) Product (iv) Price
- 2 What is the name given to tours that are tailor made as per the requirements of the individual?
(i) Inclusive tours (ii) Escorted tours
(iii) Business tours (iv) Independent tours
- 3 Mention the name given to tourism products which are created by blending natural attractions and built attractions?
(i) Natural (ii) A Symbiotic
(iii) Symbiotic (iv) Human made
- 4 What is the name given to pricing that takes in to consideration the changes in price to accommodate different tourist requirements?
(i) Discriminatory (ii) Differential
(iii) Promotional (iv) Mark up
- 5 Which one of the following is considered to be the most effective communication, information and promotional tool used in tourism?
(i) Notes and Press releases (ii) Professional associations
(iii) Television (iv) Internet

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a State the nature of tourism marketing.
OR
b Describe about marketing mix.
- 7 a Analyze the main functions of a tour operator.
OR
b Explain about the basic information required from the client by the travel agent to plan an itinerary?
- 8 a Bring out the characteristics of tourism products.
OR
b State the nature of tourism products.

Cont...

- 9 a Explain the importance of pricing.
OR
b State the type of pricing strategy most suitable for the tourism industry.
- 10 a Describe the objectives of tourism promotion.
OR
b Bring out the differences between promotion and communication.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a Discuss the process of tourism marketing.
OR
b Analyze the growth of tourism marketing over the recent period.
- 12 a Elucidate on the different types of package tours.
OR
b Discuss about the planning of an Itinerary for a client.
- 13 a Outline the elements of tourism product.
OR
b Enumerate on the different types of tourism products.
- 14 a Analyze the various factors that influence tourism pricing.
OR
b Highlight on the various methods of price fixation in tourism.
- 15 a Point out the factors affecting promotion mix in tourism.
OR
b Discover the important promotional tools used in tourism.

Z-Z-Z

END