

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
B.Voc DEGREE EXAMINATION DECEMBER 2019
(Second Semester)

Branch - **HOSPITALITY MANAGEMENT**

TOURISM OPERATIONS

Time: Three Hours

Maximum: 75 Marks

SECTION-A tip Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 1 = 10)

- 1 . _____ refers to the set of actions that a company uses to promote its brand.
(i) Marketing mix (ii) Planning mix
(iii) Itinerary (iv) Product mix
- 2 Which one of the following is a 4P's of marketing?
(i) Physiology (ii) Personal selling
(iii) Planning (iv) Price
- 3 Complete travel schedule, as well as itemized route of a means of transport is called _____.
(i) Visa (ii) Itinerary
(iii) Passbook (iv) Log book
- 4 Which one of the following is a travel agency?
(i) Thomas cook (ii) Radisson
(iii) Galileo (iv) Forex
- 5 Which one of the following is elements of tourism?
(i) Amenities (ii) Computer
(iii) Passbook (iv) Passport
- 6 The selected market used to attract potential tourist is called _____.
(i) Target market (ii) Service market
(iii) General market (iv) Tangible market
- 7 Which one of the following is comes under pricing policy?
(i) Competitive pricing (ii) Seasons
(iii) Insurance (iv) Air ticket
- 8 _____ helps managers to maximize the profits.
(i) Marketing (ii) Advertising
(iii) Forecasting (iv) Public relation
- 9 _____ is one of the elements of promotional mix.
(i) Public relation (ii) Advertising
(iii) Trade fair (iv) Fashion show
- 10 Which one of the following is a government attraction?
(i) Museums (ii) Trade fair
(iii) Fashion show (iv) Disney world

SECTION - B (25 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 x 5 = 25)

11 a What is marketing mix? Explain.

- 12 a What is package tour? Explain.
OR
b How the tour cost is fixed? Explain.
- 13 a Explain the elements of tourism product.
OR
b Describe the nature of tourism.
- 14 a What are the factors influencing in tourism pricing? Explain each.
OR
b Give a note on price fixation in tourism.
- 15 a List out the factors affecting in tourism promotion mix and explain .
OR
b Write the objectives of tourism promotion.

SECTION -C 140 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 x 8 = 40)

- 16 a Elucidate the process of trading marketing.
OR
b Discuss about the special features of tourism marketing.
- 17 a Discuss the function of tour operator.
OR
b Bring out the procedure for preparing of tour itinerary.
- 18a Elucidate the characteristics of tourism product.
OR
b Discuss about the types of tourism products.
- 19 a Highlight the importance of tourism pricing.
OR
b Briefly explain the tourism pricing methods.
- 20 a Discuss the importance of communication in travel industry .
OR
b Briefly explain the role of railways in promoting tourism.