

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BVoc DEGREE EXAMINATION MAY 2022
(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. Name the combination of tactics, elements, tools or efforts used to achieve marketing objectives.

a) Promotion	b) Marketing Mix
c) Product Pricing	d) Segmentation
2. Who is the service provider, providing the most convenient option for tourist to stay and visit?

a) Travel Agent	b) In plant Agency
c) Tour Operator	d) Group Agency
3. “Khajuraho dance festival at the khajurao temple” Identify the tourism Product.

a) Destination based	b) Event-based
c) Activity Based	d) Site Based
4. Which method of Pricing is seller oriented?

a) Buyer based method	b) Competition based method
c) Cost-based method	d) Demand based method
5. Identify the paid, non-personal communication for mass market by an identified sponsor.

a) Marketing	b) Campaigns
c) Public Relation	d) Advertising

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a) Expand Marketing Mix.
(OR)
b) List down the factors that shape the Indian Tourism sector and explain any one factor.
7. a) Mention the resources needed for planning Tour Itineraries and brief any one.
(OR)
b) Highlight the role of Guide in Handling Clients.
8. a) Write down the Characteristics of Tourism Products.
(OR)
b) Discuss the Nature of Tourism Product.
9. a) State the Importance of Tourism Pricing.
(OR)
b) Elaborate the Competition based method of Price Fixation.
10. a) Brief the Objectives of Tourism Promotion.
(OR)
b) Narrate Promotion Mix.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11. a) Explain the Nature of Tourism Marketing.
(OR)
b) Elaborate the process of Tourism Marketing.
12. a) Outline the functions of Tour Operator.
(OR)
b) Enumerate the different types of Tour Packages.
13. a) Classify Tourism Products based on attractions.
(OR)
b) Elucidate the Elements of Tourism.
14. a) Expound the factors that influence Tourism Pricing.
(OR)
b) Describe any two methods of Price fixation in Tourism Pricing.
15. a) Analyze the important promotional tools in Tourism Promotion.
(OR)
b) Differentiate Promotion with Communication.

Z-Z-Z

END