

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)  
BSc DEGREE EXAMINATION MAY 2019  
(Second Semester)

Branch - CATERING SCIENCE & HOTEL MANAGEMENT

**TOURISM OPERATIONS**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks (10x1 = 10)

- 1 Marketing mix was first introduced in the year \_\_\_\_\_.  
(i) 1953 (ii) 1963  
(iii) 1880 (iv) 1853
- 2 Which one of the following is not one of the 4P's of marketing?  
(i) Product (ii) Personal Selling  
(iii) Place (iv) Price
- 3 A tour arranged by a travel agent with arrangements of food, transport and guide is known as  
(i) Package tour (ii) Picnic tour  
(iii) Circuit tour (iv) Excursion
- 4 A person who is staying more than 24 hours is called \_\_\_\_\_.  
(i) Tourist (ii) Visitor  
(iii) Excursionist (iv) Agent
- 5 Which among the following is not the characteristic of tourism product?  
(i) Communicability (ii) Intangibility  
(iii) Perishability (iv) Variability
- 6 The selected market used to attract potential tourist is called \_\_\_\_\_.  
(i) Target market (ii) Service Market  
(iii) General Market (iv) Tangible Market
- 7 A part of Marketing activities Ministry of Tourism brings out \_\_\_\_\_.  
(i) Brochures (ii) Passport  
(iii) Insurance (iv) Air Ticket
- 8 A person who organize and sells tours or destination is called \_\_\_\_\_.  
(i) Airline Agent (ii) Traveller  
(iii) Tour Operator (iv) Tourist
- 9 \_\_\_\_\_ is one of the elements of Promotional Mix.  
(i) Public Relation (ii) Advertising  
(iii) Trade Fair (iv) Fashion Show
- 10 \_\_\_\_\_ is a printed material used for promotion of goods as well as services.  
(i) Insurance (ii) Air Ticket  
(iii) Brochure (iv) Passbook

**SECTION - B (25 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks (5x5 = 25)

- 11 a Explain about the nature of tourism marketing.

- 12 a Explain the methods of calculating tour cost?  
OR  
b State the importance of client handling in tourism.
- 13 a Explain the characteristics of tourism product.  
OR  
b Describe the nature of tourism product.
- 14 a Write a brief note on tourism pricing methods.  
OR  
b Explain the importance of Pricing.
- 15 a State the objectives of tourism promotion.  
OR  
b Outline the characteristics of Promotion Mix?

**SECTION -C (40 Marks)**

Answer **ALL** questions

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

- 16 a Elucidate the significance of marketing mix.  
OR  
b Discuss about the growth of tourism marketing.
- 17 a Classify the types of tour packages.  
OR  
b Highlight the information's needed to construct an tour itinerary.
- 18 a Elucidate the elements of tourism products.  
OR  
b Discuss about the types of tourism products.
- 19 a Highlight the factors influencing tourism pricing.  
OR  
b Examine the price fixation in tourism.
- 20 a List out the factors affecting promotion mix and explain each.  
OR  
b Elucidate the types of tourism promotional tools.

Z-Z-Z

END