

Total No. of Pages: 1

Register Number:

6400

Name of the Candidate:

M.Sc. DEGREE EXAMINATION, 2013

(HOTEL MANAGEMENT)

(SECOND YEAR)

610: MARKETING AND SALES MANAGEMENT

December]

[Time : 3 Hours

Maximum : 100 Marks

(Maximum marks 75 for candidates joined during 2011-12 and after)

(Including Lateral Entry)

Answer any FIVE questions

(5×20=100)

1. Discuss various strategies of marketing tourism.
2. Give a brief account of marketing concept of Tourism and its effect on Environment.
3. Write in detail about the market analysis for Target Markets.
4. Explain the various Market segmentations in the Hotel Business Mix.
5. Discuss about Target Market and various kinds of display used for marketing Tourism.
6. Write in detail about Public Relations Marketing mix as one of the best strategies for sales management.
7. Give a detailed account on various revenue operations in Tourism industry.
8. Exhibition and convention be used during the off-season periods to attract tourists – Explain.
9. a) Suggest techniques for tourism sale promotion.
b) Personal selling is one of the oldest professions- Explain.
10. Write short notes on:
 - a) On going and future procedures in Revenue operation.
 - b) Illustrate the unique feature of Tourism product that affect marketing.
