

**TOURISM HOSPITALITY AND MARKETING
MANAGEMENT**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Classify in detail about methods of marketing. Analyse their nature and characteristics.
2. Examine the need of identifying the need, want and demand in marketing processes.
3. Analyse the factor to be measured while identifying potential markets.
4. Discuss the emerging products and Concepts of tourism and hospitality industries.
5. Elucidate the levels and successful strategies of distribution channels of tourism marketing.
6. Describe the methods of designing the distribution channels of marketing.

7. Evaluate the contributions of public relations in development of hospitality and tourism industries.
 8. Enumerate the stages of developing effective communication in business.
 9. Discuss the nature, objective and structure of marketing research system.
 10. Illustrate the complete process of tourism marketing research. Explain its limitations and challenges.
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