

Central University of Jammu

Name of Programme of Study....., Roll No:

End-Semester Examination B.Voc 2nd Semester

Course Title: Tourism Sales and Marketing

Course Code: UGBVT2G002T
UGBVT29002T

Time- 03 hrs

Total Marks: 100

Section-A

All questions are compulsory in this section. Each question carries 1.5 marks.

- To be useful, market segments must be _____
 - Measurable and Accessible
 - Substantial and Differentiable
 - Actionable
 - All of the above
- _____ results because no two customers are alike, each has a unique demand or experience and expectations.
 - Homogeneity
 - Heterogeneity
 - Perishability
 - Intangibility
- Which of the following is not a form of differential advantage
 - Superior technology
 - Well-known brand name
 - Cost leadership
 - After Sale Services
- The tours which are known as "Tailor made tours"
 - Custom designed tour
 - Hosted tour
 - Escorted tour
 - Incentive tour
- _____ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.
 - Market-skimming
 - Value-based
 - Market-penetration
 - Leader
- During market segmentation analysis, the marketer identifies which segments present the greatest opportunity. These segments are called _____.
 - Target markets
 - Primary markets
 - Tertiary markets
 - Demographic markets
- In marketing theory, every contribution from the supply chain adds _____ to the product.
 - Value
 - Costs
 - Convenience
 - Ingredients
- Which of the following is not an element of people?
 - Motivation
 - Teamwork
 - Flow of activities
 - Customer training
- _____ describes the employee's skills in serving the client.
 - Internal Marketing
 - External Marketing
 - Relationship marketing
 - Interactive marketing
- In marketing, _____ is the focal point.
 - Profit
 - Sales
 - Customer
 - All of the above

Section-B

Answer any five (05) questions, at least one from each unit.

(5x8=40)

Unit-1

1. What role does marketing research play in the decision making process of a business.
OR
2. Explain how a company designs a customer driven marketing strategy.

Unit-2

3. Explain the role of DMO's sale and marketing of tourist destinations.
OR
4. Using the product / service spectrum, explain how a service is different from a product.

Unit-3

5. Explain advertisements and how does it lead to demand creation.
OR
6. Explain four major factors that influence consumer behaviour.

Unit-4

7. Describe the various stages of the product life cycle and how marketing strategies change during the product life cycle.
OR

8. Calculate the break even volume as per the data below –
Expected unit sales = 10,000
Fixed Cost = 4,00,000/- Rs.
Variable Cost = 20/- Rs.
Mark Up Price @ 15%

Unit-5

9. Explain a) Jury of Executive Opinion and b) Sales Force Opinion, their merits and demerits for sales forecasting in an organisation.
OR
10. Explain the various non personal tools of promotional mix.

Section-C

Answer any three (03) questions, case study question is compulsory (3x15=45)

11. Explain how marketing mix tools help establish a new product, citing examples.
12. Elaborate various steps involved in marketing research.
13. Explain societal marketing concept with good examples.
14. What is "Price" and its importance to the company.
15. What is Marketing and what is its primary goal?