



Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – June 2021
VI Semester

Class : III UG
Major : Tourism

Time : 3 Hours
Max. Marks: 100

18BTOC29 Tourism Economics

Part A
Choose the Correct Answer

10 x 1 = 10

1. In economic terms the tourism Industry is able to do three key things- give vigour to economies, offer jobs and.
a. Stimulate development
b. Stimulate environments
c. Stimulate education
d. Stimulate culture
2. The act of people travelling to a country other than the country where they live is called tourism. K2
a. inbound
b. outbound
c. inernal
d. external
3. Political affairs refers to which environment? K2
a. External
b. Internal
c. Strength
d. Weeknesses
4. Tourism is a. K2
a. trade
b. Nonessential item
c. welfare
d. cost
5. $e = 0$ refers to K1
a. cost
b. price
c. profit
d. sales
6. Price elasticity of Demand is the proportionate change in quantity demanded divided by the proportionate change in K2
a. cost
b. price
c. profit
d. sales
7. The income of the businessman is known as K2
a. cost
b. price
c. profit
d. sales
8. A BEP indicates at what level cost and _____ are at equilibrium K2
a. revenue
b. profit
c. budget
d. calculation
9. Pricing based on similar product prices is called _____ Pricing. K2
a. competitive
b. time
c. comparative
d. business
10. Two general types of demand oriented pricing rules are perceived value pricing and Demand _____ pricing. K1
a. oriented
b. differential
c. periodic
d. standard

Part B
Answer ALL questions
Each answer should not exceed 400 words or two pages

5 x 6 = 30

- 11.a. Dramatize the overview of Industrial structure in the Indian economy. K3
(or)
- 11.b. Recall the national Tourism policy of 1982 and 2002 K1
- 12.a. Interpret the importance of Marginal concept K2
(or)
- 12.b. Differentiate micro economics from Macroeconomics K4
- 13.a. Review the factors affecting supply. K2
(or)
- 13.b. Point out what is Derived Demand and Explain the same. K4
- 14.a. Highlight the determinants of Cost. K2
(or)
- 14.b. Deduce the decision guidelines for a tourist firm. K4
- 15.a. Appraise the importance of Pricing decisions for a firm. K4
(or)
- 15.b. Explain the Incredible India Branding Exercise. K4

Part C
Answer ALL questions
Each answer should not exceed 800 words or four pages

5 x 12 = 60

- 16.a. Evaluate the Industrial growth in the recent years. K4
(or)
- 16.b. Justify the role of Public and Private sectors in the Indian economy. K5
- 17.a. Express the multiplier effects as applied to the tourism sector with two examples. K6
(or)
- 17.b. Construct the structure of Tourism as an export Industry with suitable examples. K6
- 18.a. Summarise the elasticity of Demand with examples. K5
(or)
- 18.b. Analyse the Demand curve with an example. K4
- 19.a. Infer the concept of BEP with an example. K6
(or)
- 19.b. Plan the cost of a Tour by taking an example. K6
- 20.a. Evaluate the pricing strategy in tourism sector with suitable examples. K5
(or)
- 20.b. Critically analyse the economics of advertising and marketing in Tourism sector. K5
