

Class : I-PG
Major : MBA (Tourism and Travel Management)

Time: 3 hours
Max. Marks: 60

17MTAC02 – Business of Tourism

Part A

10 x 1/2 = 5

Choose the correct answer

1. Domestic tourism embraces those travelling _____
 - a) Within their own country
 - b) Outside their own country
 - c) To overseas islands
 - d) On overseas cruises
2. Travel propensity is a measure of _____
 - a) The percentage of a population engaging in tourism
 - b) The ratio of day trips to overnight visits
 - c) Tourism market share of a country
 - d) Frequency of travel of a population
3. The most useful discriminator of income to participate in tourism is _____.
 - a) Gross Income
 - b) Discretionary income
 - c) Disposable Income
 - d) Tax Income
4. Fly Cruising refers to _____.
 - a) A combined air and sea trip
 - b) A combined air and land
 - c) A combined air and coach
 - d) High altitude aircraft
5. An example of pilgrim destination is
 - a) Delhi
 - b) Shimla
 - c) Allahabad
 - d) Pune
6. Feature of tourism product is
 - a) flexibility
 - b) Tangibility
 - c) perishability
 - d) both a & b
7. Planning for tourism ensures _____.
 - a) Benefits will flow to a destination
 - b) Negative impacts will increase
 - c) Conflict between residents and tourists will increase
 - d) Tourism will be disadvantaged
8. The majority of international tourism is generated by countries of which of economic development _____.
 - a) Is yet to take off
 - b) has High Mass Consumption
 - c) has been driven to maturity
 - d) is from a traditional society
9. The global code of ethics for tourism was drawn up by _____.
 - a) World Tourism Organization
 - b) World Trade Organization
 - c) World Travel Organization
 - d) World Travel and Tourism Council
10. TSA stands for _____.
 - a) Tourism Satellite Access
 - b) Travel Satellite Account
 - c) Tourism Service Account
 - d) Tourism Satellite Account

Part B

5 x 4 = 20

Answer ALL questions

Each answer should not exceed 200 words or one page

- 11.a. Define tourism and write its meaning
(Or)
b. Explain the impact of industrialization on tourism industry
- 12.a. Mention the various modes of transport
(Or)
12.b. What is the importance of planning in Tourism
- 13.a. Explain the features of a tourist destination.
(Or)
13.b. Name the sources of income for Travel Agent
- 14.a. What do you understand by Tourist itinerary
(Or)
14.b. Name the major tools of Promotion in tourism.
- 15.a. Who are the consumers in tourism? Explain.
(Or)
15.b. Write the different forms of Tourism infrastructure.

Part C

5 x 7 = 35

Answer ALL questions

Each answer should not exceed 600 words or three pages

- 16.a. Examine the nature and scope of e - tourism.
(Or)
16.b. Explain the component and elements of tourism
- 17.a. Write the factors affecting growth and development of modern tourism.
(Or)
17.b. Examine the impact of Technological advancement on tourism industry
- 18.a. Write about the significance of transport sector in tourism.
(Or)
18.b. What are the duties and responsibilities of a tourist guide?
- 19.a. Examine the various steps in setting up a travel agency
(Or)
19.b. How do you manage infrastructural facilities at a tourist destination?
- 20.a. Describe the growth and development of travel related activity in ancient India
(Or)
20.b. What are the marketing strategies for promoting a tourist destination?
