



19
II Semester B.Com. (Voc.) Examination, May 2016
(Repeaters)

TOURISM AND TRAVEL MANAGEMENT

Paper – 2 : Tourism Business

(100 Marks 2011-12 and Onwards)

(90 Marks Prior to 2011-12)

Time : 3 Hours

Max. Marks : 90/100

- Instructions :** 1) Answer *all* Sections as directed.
2) Prior to **2011-12 – 90 Marks Answer Section A, B and C Only.**
3) **2011-12 Onwards answer Section A, B, C and D.**

SECTION – A

- I. Answer **any ten** questions of the following. **Each** question **two** marks. **(10×2=20)**
- What is International Tourism ?
 - Who is an Excursionist ?
 - What is IATA ?
 - Mention any two motivators of travel.
 - What is cultural tourism ?
 - How does reservation takes place in Star Hotels ?
 - What is Cruise Tourism ?
 - Mention two world heritage centres in India.
 - What do you mean by heritage hotels ?
 - Who is wander lust ?
 - Name two countries which depend on the revenue of Tourism.
 - Who was Thomas Cook ?

SECTION – B

- II. Answer **any five** questions of the following. **Each** question carries **five** marks. **(5×5=25)**
- What are the basis for classification in Hotels ?
 - Write a note on social benefits of tourism industry.
 - What are the barriers to travel ?
 - Analyse the role of KSTDC in promoting Tourism in Karnataka.



- 6) Examine the basis for room categories.
- 7) How is domestic Tourism developing in India ?
- 8) Explain briefly the environmental impacts of Tourism.
- 9) Differentiate between in bound and out-bound tourism.

SECTION – C

III. Answer **any three** questions of the following. **Each** question carries **15** marks. **(3×15=45)**

- 10) Explain tourism since early ages and its subsequent growth.
- 11) What are the positive and negative impacts of Tourism ?
- 12) Explain in detail the role of transport in tourism development.
- 13) List the world heritage centres in India. What measures can be adopted to preserve heritage centres.
- 14) Explain in detail various accommodation facilities in India.

SECTION – D

Compulsory for the students of **2013-14** Onwards) :

IV) Answer the following :

(1×10=10)

- 15) Write a note on Government of India Department of Tourism's contribution to the development of Tourism in India.
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