Roll No:
Date: __/__/____

# St. Claret College

## Autonomous, Bengaluru

**UG END SEMESTER EXAMINATION-MAY 2026**

**B. COM – TOURISM AND TRAVEL MANAGEMENT II SEMESTER**

16

**BCT 2324 – TOURISM BUSINESS - II**

**TIME: 3 hours.** **MAX. MARKS: 80**

**This paper contains 03 printed pages and 04 parts**

**Instructions:**

1. **Verify and ensure that the question paper is completely printed.**
2. **Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.**
3. **Students must check the course title and course code before answering the questions.**

## PART-A

**Answer ALL questions. Each answer carries ONE mark.** **[101 x = 10]**

1. When was IATO established?

a) 1962 b) 1972 c) 1982 d) 1992

2. TAAI's headquarter is located at…

a) New Delhi b) Mumbai c) Calicut d) Chennai

3. TAFI stands for

a) Travel Agents Federation of India
b) Tour Operators Federation of India
c) Tour Agents Federation of India
d) Tourist Association and Federation of India

4. Push factor is

a) Leisure b) Recreation c) Discounts in airfare d) All of the above

5. ASTA stands for

a) American Society of Travel Advisors
c) American School of Tour Agents
b) American Students of Tourism Association
d) American Security of Training Association

6. Butler's Tourism Area Life Cycle (TALC) consists the stages of
   a) 3 b) 4 c) 5 d) 6

7. Pull factor is
a) Scenic beauty b) Climate c) Culture d) All of the above

8. When was Crompton model introduced?
a) 1979 b) 1989 c) 1999 d) 2009

9. ITDC headquarter is located at…
a) New Delhi b) Mumbai c) Chennai d) Kolkatta

10. What is service marketing?
a) Strategic promotion of intangible b) Strategic promotion of tangible
c) The process of exploring d) The process of creating, and delivering

## PART-B

**Answer any THREE questions. Each answer carries EIGHT marks. [ 3x 8= 24]**

11. Write a short note on objectives of UNESCO.
12. Explain the modern media techniques.
13. Highlight the trends in tourism.
14. Enumerate the channels of distribution.
15. Differentiate between push factors and pull factors.

## PART-C

**Answer any THREE questions. Each answer carries TWELVE marks. [ 3 x 12 = 36]**

16. Write a detailed note on future of tourism industry in India.
17. State the roles and responsibilities of KSTDC.
18. Enumerate the factors affecting service marketing.
19. Describe the Five –Gap Model of Service Quality.
20. Discuss the 8 P's of Tourism Marketing.

## PART-D

**21. Answer all the sub- questions. This section carries 10 marks.** **[1x 10= 10]**

**Analyze the following situation and answer the sub questions.**

Environmental & Cultural Impact (Goa): Showcases negative externalities like pollution and resource depletion due to over-tourism, leading to conflicts over land use and strained local infrastructure. Over tourism in Goa is causing severe environmental degradation, including massive waste mismanagement, sewage pollution on popular beaches like Baga and Calangute, and depletion of groundwater. Rapid construction has led to coastal erosion, destruction of sand dunes, and loss of biodiversity. Over tourism in Goa has significantly impacted its unique cultural identity, causing excessive commercialization, cultural dilution, and a shift from traditional lifestyles. Key issues include the degradation of local heritage, social problems like drug abuse and crime, and the distortion of culture to suit tourist preferences.

a) What are the environmental factors affecting due to over tourism in Goa? (5 Marks)

b) What are the cultural factors affecting due to over tourism in Goa? (5 Marks)