



US – 676

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II Semester B.Com. (Voc.) Examination, May 2017
TOURISM AND TRAVEL MANAGEMENT
Paper – 2 : Tourism Product
(CBCS – 70 Marks – 2014-15 and Onwards)
(F + R – 100 Marks – 2013-14 Only)



Time : 3 Hours

Max. Marks : 70/100

- Instructions :** 1) Answer *all* Sections as directed.
2) Answer Sections **A, B, C** for 70 marks (CBCS pattern)
(2014-15 Onwards)
3) Answer **A, B, C and D** for 100 marks.

SECTION – A

- I. Answer **any 5** of the following : (5×2=10)
- Name the famous heritage sites of Karnataka.
 - Define natural tourism resources.
 - What is Deccan Odyssey ?
 - Name four adventure tourism sports famous in Goa.
 - Define MICE.
 - Where is Hussain Sagar lake located ? What is it famous for ?
 - Name the places best known for :
 - Chanderi
 - Kanjivaram
 - Mention the different styles of Indian architectures.

SECTION – B

- II. Answer **any 3** of the following : (3×6=18)
- Explain the famous water based tourism activities in India.
 - Describe the role of heritage in tourism promotion.
 - Write a note on eco-tourism.
 - What are geographical resources ? How do they play a role in marketing of a destination ?
 - Explain the role of 'climate' in destination promotion.

P.T.O.



SECTION – C

III. Answer **any 3** of the following :**(3×14=42)**

- 1) Discuss the emerging trends in tourism.
- 2) “India is considered to be one of the largest destinations of wellness tourism”.
Substantiate the statement.
- 3) Write a note on the art galleries of India.
- 4) Define the role played by the pilgrimage sites in the promotion of tourism with special reference to the “Chaar Dhaam”.
- 5) Explain how Bangalore can be considered as one of the hubs for educational tourism.

SECTION – D

IV. Answer **any 3** of the following :**(3×10=30)**

- 1) Write a note on :
 - i) Ooty
 - ii) Jaipur
 - 2) What is island tourism ? Give a brief description about the island groups of the Indian subcontinent.
 - 3) Write a note on the UNESCO world heritage sites in India.
 - 4) Discuss coastal tourism, with reference to the Malabar Coast.
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