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NP – 286

I Semester B.Com. Examination, March/April 2023
(NEP) (2021 – 22 and Onwards) (F+R)
TOURISM AND TRAVEL MANAGEMENT
Paper – 1.2 : Fundamentals of Tourism Industry

Time : 2½ Hours

Max. Marks : 60

Instruction : Answer **all** the questions in **English**.



SECTION – A

Answer **any six** questions out of eight. **Each** question carries **two** marks.

(6×2=12)

1. a) Define tourism.
- b) What is inbound tour ?
- c) State any two primary accommodations.
- d) Mention any two air based activities.
- e) What are pull factors of tourism ?
- f) Expand ITDC and DOT.
- g) State the slogan of Kerala tourism.
- h) Expand 'PRASAD'.

SECTION – B

Answer **any three** questions out of five. **Each** question carries **four** marks.

(3×4=12)

2. Explain the features of tourism industry.
3. Write a note on importance of Air transportation.
4. Describe the role of technology in tourism industry.
5. What are the pull factors of tourism ? Explain them.
6. Brief the role of KSTDC in promoting tourism.

P.T.O.



SECTION – C

Answer **any three** questions out of five. **Each** question carries **twelve** marks.

(3×12=36)

7. Elucidate the types and importance of attractions.
8. Discuss the growth and development of tourism through ages.
9. Comment on emerging trends of tourism industry.
10. Write a note on nature and scope of tourism business in India.
11. List out the objectives of Karnataka tourism policy 2020-25 and explain them.