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16

I Semester B.Com. Examination, February/March 2024

(NEP Scheme) (F+R)

TOURISM AND TRAVEL MANAGEMENT B Com. TTM

Paper – 1.2 : Fundamentals of Tourism Industry

Time : 2½ Hours

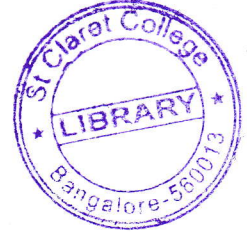
Max. Marks : 60

Instruction : Answers to be written in **English only**.

SECTION – A

1. Answer **any six** questions out of eight. **Each** question carries **two** marks. (6×2=12)

- What is Tourism Industry ?
- What are nature based attractions ? Give two examples of it.
- State any two objectives of Tourism.
- Mention any two Air based activities.
- Expand GIT and FIT.
- Give the meaning of Tourist.
- List any two types of tourism.
- What is the Tourism tagline for Maharashtra ?



SECTION – B

Answer **any three** questions out of five. **Each** question carries **four** marks. (3×4=12)

- Explain the importance of Tourism Industry in India.
- Distinguish between outbound and inbound tourism.
- Write a note on Economical impact of tourism.

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5. Mention the issues and challenges in tourism Business.
6. Enumerate the latest tourism development schemes in India.

SECTION – C

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

(3×12=36)

7. Narrate the history and development of tourism.
 8. Explain the major components of tourism.
 9. Elucidate the positive and negative impacts of tourism Industry.
 10. Discuss the future of Tourism business in India.
 11. Explain the role of KSTDC in promoting Karnataka as a tourist destination.
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