

Total No. of Questions : 5]

12 Aug. 2023
SEAT No. :
[Total No. of Pages : 2

P-3800

[6025]-93

M.B.A.

SC-THM-02 : TOURISM & TRAVEL MANAGEMENT
(2019 Pattern) (Semester - IV) (404THM)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) Attempt any 5 questions:

[5 × 2 = 10]

- a) Eco - tourism relates to
 - i) Economic system
 - ii) Financial system
 - iii) Nature
 - iv) E-commerce
- b) International tourism helps to earn
 - i) Goodwill
 - ii) Foreign exchange
 - iii) Image building
 - iv) Collaborative Business
- c) _____ is the cultural capital of India.
 - i) Mumbai
 - ii) Delhi
 - iii) Nagpur
 - iv) Bangalore
- d) _____ Holidays are one of the type of tourism.
 - i) Wellness & health
 - ii) Music & Recreation
 - iii) Sports
 - iv) Entertainment
- e) Tourism destination planning relates to planning of _____
 - i) Carvings
 - ii) Sculpture
 - iii) Architecture
 - iv) Places
- f) The place at which a traveler terminates his journey is called.
 - i) Destination
 - ii) Domestic tourism
 - iii) Excursionist
 - iv) Mass tourism

P.T.O.

Q2) Write short notes on any two :

[2 × 5 =10]

- a) Visiting friends and Relatives (VFR).
- b) Travel and Health Insurance.
- c) Cargo & MICE.
- d) Sports Tourism.

Q3) Define tourism concepts along with components of tourism.

[10]

OR

Explain travel Agency and tour operation Business. What are the functions of travel Agent.

Q4) Elaborate tour planning importance of tour and classifications of tour Packages.

[10]

OR

Explain Eco tourism. Evolution, Principles trends and functions of Ecotourism.

Q5) Define role and functions of travel Agencies and challenges they face while doing business in India.

[10]

OR

Explain any 5 tourist places in India and elaborate the specialities of them.



Sep 2022

Total No. of Questions : 5]

P8036

[5860]-423

M.B.A.

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**SC-THM - 02 : TOURISM & TRAVEL MANAGEMENT
(2019 Pattern) (Semester - IV) (404 THM)**

Time : 2½ Hours]

Instructions to the candidates:

[Max. Marks : 50

- 1) All questions are compulsory.
- 2) Figure to the right indicate full marks.

Q1) Please attempt any 4 MCQs.

[2.5 each]

- a) A tourism Policy includes.
 - i) Rule
 - ii) Regulations
 - iii) Objectives
 - iv) Strategies
 - v) All above
- b) The national tourism policy was drafted in which year.
 - i) 1997
 - ii) 1998
 - iii) 2000
 - iv) 1996
- c) The first tourism was (Policy) implemented in.
 - i) 1980
 - ii) 1982
 - iii) 1981
 - iv) 1983
- d) WTTC was established in
 - i) 1980
 - ii) 1970
 - iii) 1960
 - iv) 1990
- e) A person who moves from one location to another is known as _____.
 - i) Tourist
 - ii) Traveller
 - iii) Inbound tourist
 - iv) Outbound tourist

Q2) Brief about travel agency and its functions. What are the preparations required in order to fulfill tourist's expectation. **[10]**

OR

“Travel Insurance is very essential while any one starts the travel”. Define this statement with an example.

Q3) Tour Package means what? is it recommended to go for a tour package instead of segregated plan, explain your answer with an example. **[10]**

OR

What are the components of Tour Packaging? also define the pricing strategy in Tour packaging.

Q4) “Visiting friends and Relatives (VFR) is also a kind of tourism”. explain this statement and describe the problems are face while visiting relatives. **[10]**

OR

Explain Eco tourism its principles, trends and functions with suitable example.

Q5) Attempt any 2 short notes. **[5 each]**

- a) Mass tourism
- b) Sports tourism
- c) Religious tourism

OR

Attempt following in short notes.

- a) Adventure tourism
- b) Business tourism
- c) Medical tourism

