



SM – 658

VI Semester B.Com. (Voc.) Examination, May/June 2018
(CBCS) (Fresh + Repeaters)
(CBCS – F+R – 70 Marks – 2016-17 and Onwards/
Repeaters – 100 Marks – 2015-16 Only)
TOURISM AND TRAVEL MANAGEMENT
Paper – 6 : Tourism Development, Planning and Policies

Time : 3 Hours

Max. Marks : 70/100

- Instructions :** 1) Section **A, B, C** – Common to **all** students of CBCS for 70 marks 2016-17 onwards)
2) Section **A, B, C** and **D** – For old scheme. (100 marks – 2015-16 Batch Only)

SECTION – A

- I. Answer **any 5** of the following : (5×2=10)
- Define Tourism Policy.
 - What is DOT and when was it formed ?
 - What are the 4A's of most destination ?
 - When was Hampi declared as a World Heritage site ?
 - What is public relations ?
 - What are the objectives of KSTDC ?
 - What do you mean by conservation ?

SECTION – B

- II. Answer **any 3** of the following : (3×6=18)
- Discuss the importance of Tourism Planning in Indian Environment.
 - Brief about the objectives of Ancient Monuments Preservation Act of 1904.
 - Comment on the role of communication in Tourism.
 - Highlight the role of Public sector in Tourism Development.
 - What are the features of CRM ?

P.T.O.



SECTION – C

III. Answer **any 3** of the following :

(3×14=42)

- 1) Discuss in brief the various complexities of planning in Tourism.
- 2) State the objectives and strategies of NAPT 1992.
- 3) How do you develop destination under different stages ?
- 4) Discuss the significance of public relations and communication for Tourism managers.
- 5) Write a note on conservation and management of Tourism Destination.

SECTION – D

IV. Answer **any 3** of the following :

(3×10=30)

- 1) Discuss the objectives of National Tourism Policy-2002.
- 2) Explain the types of Tourism laws.
- 3) Discuss the significance of online communication in tourism.
- 4) Explain the impact of Tourism industry on environment.



VI Semester B.Com. (Voc.) Examination, May/June 2018
(Repeaters) (2013-14 and Onwards) (Prior to 15-16)
TOURISM AND TRAVEL MANAGEMENT
Paper – 6 : Emerging Concepts for Effective Tourism Development

Time : 3 Hours

Max. Marks : 100

Instruction : Answer questions as directed.

SECTION – A

- I. Answer **any 10** of the following : **(2×10=20)**
- a) What is Tourism Policy ?
 - b) When was Project Tiger launched ?
 - c) What is meant by STD ?
 - d) Who is the present Union Minister of Tourism ?
 - e) What is Game-Bird-Hunting ?
 - f) Name any 2 supportive services in Tourism.
 - g) What is Green globe ?
 - h) What is Online communication ?
 - i) Name any 2 laws related to Border movement ?
 - j) What is Eco-Tourism ?
 - k) What is AAI ? When was it merged ?
 - l) What is Incredible India Campaign ?

SECTION – B

- II. Answer **any 4** of the following : **(4×5=20)**
- 1) Discuss in brief the NDC report.
 - 2) Describe the role of Civil Aviation in Development of Tourism.
 - 3) Write a note on Destination development.



- 4) Briefly explain the tourism legislations.
- 5) Write a note on any 2 World Heritages of India.
- 6) Trace the evolution of Tourism Policy.

SECTION – C

III. Answer **any 4** of the following :

(4×15=60)

- 1) Discuss the importance of a Sound Tourism Policy in India.
- 2) Highlight the National and International Eco-tourism Guidelines.
- 3) Comment on the various legislation related to Border movement and safety of tourist.
- 4) What are the fundamentals of customer relation management ?
- 5) Explain in detail the types and benefits of Wild-life Tourism ?
- 6) Examine the emerging concepts in Tourism Industry.