



US – 676

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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**II Semester B.Com. (Voc.) Tourism Examination, May 2017
(Repeaters) (11-12 and Onwards)
TOURISM AND TRAVEL MANAGEMENT
Paper – 2 : Tourism Business**

Time : 3 Hours

Max. Marks : 100

Instruction : Answer the question as directed below.

SECTION – A

I. Answer **any ten** questions of the following. **Each** question carries **two** marks. **(10×2=20)**

- 1) a) What is cruise tourism ?
- b) What are home stays ?
- c) Define a tourist.
- d) Expand : WTTC and FHRAI.
- e) Define impacts of tourism.
- f) Define VFR tourism.
- g) Who was Thomas Cook ?
- h) Mention any two motivators of travel.
- i) What is IATA ?
- j) What is outbound tourism ?
- k) Define wellness tourism.
- l) What is cultural tourism ?

SECTION – B

II. Answer **any 5** questions of the following. **Each** question carries **5** marks. **(5×5=25)**

- 2) Analyse the role of KSTDC in promoting tourism in Karnataka.
 - 3) Examine the basis for room categories.
 - 4) Explain the basic components in tourism
 - 5) Distinguish between domestic tourism and international tourism.
 - 6) Explain the functions of IATA.
 - 7) Explain the economic impacts of tourism.
 - 8) Write a note on WTO.
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SECTION - C

III. Answer **any 3** questions. **Each** carries **15** marks.

(3×15=45)

- 9) What is tourism industry ? Write an account of its growth.
- 10) Enumerate the different types of resorts.
- 11) Write a note on government of India department of tourism's contribution to the development of tourism in India and in other countries.
- 12) Explain the emerging trends in hotel industries.
- 13) Explain tourism since early ages and its subsequent growth.

SECTION - D

IV. Answer the following (**compulsory**) :

(1×10=10)

- 14) Analyse the significance of accommodation in tourism. What are the various kinds of accommodation available for the tourists in India ?
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