

Roll No:

Date: __/__/__

St. Claret College

Autonomous, Bengaluru

UG END SEMESTER EXAMINATION-NOV 2025

B. COM – TOURISM AND TRAVEL MANAGEMENT I SEMESTER

BCT1324

16

TOURISM BUSINESS - I

TIME: 3 hours.

MAX. MARKS: 80

This paper contains 03 printed pages and 04 parts

Instructions:

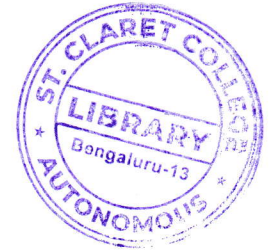
1. Verify and ensure that the question paper is completely printed.
2. Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.
3. Students must check the course title and course code before answering the questions.

PART-A

Answer ALL questions. Each answer carries ONE mark.

[1 x 10 = 10]

1. Who is a tourist?
 - a) One who visits from one place to another and stays less than 24 hours.
 - b) One who visits from one place to another and stays more than 365 days.
 - c) One who visits from one place to another and stays more than 24 hours.
 - d) One who visits from one place to another and stays less than 12 hours
2. Which is one of the characteristics of a tourism product?
 - a) Tangible
 - b) Intangible
 - c) Movable
 - d) Imperishable.
3. Which is the incorrect component of Tourism industry?
 - a) Accessibility
 - b) Accommodation
 - c) Attraction
 - d) Assessibility
4. Which term is used to describe the individual traveler in tourism sector?
 - a) FIT
 - b) GIT
 - c) CIT
 - d) DIT
5. Which is the incorrect statement from the point of tourism sector?
 - a) Visiting to the family and friends.
 - b) Visiting to the tourist places.
 - c) Visiting to the monuments and sites.
 - d) Visiting to financial institutions.



6. Tourism comprises
a) Accommodation b) Attraction c) Activities d) All of the above
7. EXPAND MICE
a) Meetings Incentives Configuration and Events b) Meetings Inclusive Configuration and Events
c) Meetings Incentives Conference and Exhibitions d) Meetings Intensive Conference and Exhibition
8. When was WTO founded?
a) 1976 b) 1977 c) 1978 d) 1975
9. Recreation is a
a) Product b) Service c) Privilege of a tour operator d) Privilege of a tour guide
10. How does Terrorism affect Tourism?
a) Decreases Tourists Inflow b) Decreases the revenue of the country
c) Decreases the image of the tourists place at the global level d) All of the above

PART-B

Answer any THREE questions. Each answer carries EIGHT marks.

[3x 8= 24]

11. Discuss the forms of tourism.
12. Explain the characteristics of tourism.
13. Write a short note on significance of tourism industry.
14. Explain the deterrents to travel.
15. Discuss the differences between consumer product and tourism product.

PART-C

Answer any THREE questions. Each answer carries TWELVE marks.

[3 x 12 = 36]

16. Write a note on impacts of tourism.
17. Explain the do's and don'ts at tourist destination.
18. Enumerate the travel preparations.
19. Elucidate the future of tourism industry.
20. Discuss the issues and challenges of tourism industry.

PART-D

Answer any ONE questions. Each answer carries 10 marks.

[1 x 10 = 10]

21. Analyze the following situation and answer the sub questions.

The "Dekho Apna Desh" campaign is a government initiative by India's Ministry of Tourism to promote domestic tourism, showcase the country's rich cultural and natural heritage, and support local economies. Key aspects include promoting travel to diverse destinations through initiatives like webinars, developing tourism infrastructure under schemes like Swadesh Darshan and PRASHAD, and encouraging public participation through campaigns like the "People's Choice 2024" voter poll, which asks citizens to vote for their favorite tourist attractions.

Hon'ble Prime Minister launched the "Dekho Apna Desh – People's Choice 2024" Campaign on 07 March 2024. The Campaign seeks public feedback on the best tourist attractions in India across various categories. Ministry of Tourism in collaboration with other Ministries and State/UT Governments is running promotional activities to increase citizen awareness and participation in this campaign.

The Dekho Apna Desh initiative was launched by the Ministry of Tourism in January 2020 to promote domestic tourism in India. It encourages citizens to travel within the country by highlighting diverse destinations, culture, and heritage through various online and offline activities. Encourage domestic tourism: The primary objective was to motivate Indians to travel within the country, fostering a deeper appreciation for its rich cultural, natural, and spiritual heritage. Boost local economies: By promoting domestic travel, the campaign aimed to support the tourism and hospitality sectors, creating jobs and fostering local entrepreneurship. Engage citizens: The campaign sought to engage the public directly through interactive platforms, creating a sense of ownership in the promotion of India's tourist attractions.

- a) Who has launched the Dekho Apna Desh Campaign? (2 Marks)
- b) Who are the target tourists for this campaign? (2 Marks)
- c) What is the purpose of launching the Dekho Apna Desh Campaign? (2 Marks)
- d) When was Swadesh Darshan Scheme launched? (2 Marks)
- e) Expand PRASHAD. (2 Marks)