

St. Clare College

Autonomous, Bengaluru

UG END SEMESTER EXAMINATION-MAY 2025
B.Com Tourism and Travel Management II SEMESTER
BCT 2324 : TOURISM BUSINESS - II

Roll No:
Date:

TIME: 3 hours.

13

MAX.MARKS: 80

This paper contains THREE printed pages and FOUR 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 TEN questions. Each answer carries ONE mark.

[10 x 1 = 10]

1. What is the objectivity of IATO?

- A) To promote national integration, international welfare and goodwill.
- B) To promote International integration, integral welfare and goodwill.
- C) To prevent and sustain national integration, international welfare and goodwill.
- D) To foster national integration, international welfare and goodwill.

2. What is tourism marketing?

- A) Tourism marketing is the act of marketing the product or service to a consumer.
- B) Tourism marketing is the act of creating the product or service to a consumer.
- C) Tourism marketing is the act of selling the product or service to a consumer.
- D) Tourism marketing is the act of purchasing the product or service to a consumer

3. Push factors of tourism are;

- A) Leisure and Holiday
- B) Accommodation
- C) Beauty and Elegance of the place
- D) Activities

4. National tourism organizations are;

- A) IATO, TAAI, TAFI, ITDC
- B) WTO, WTTC, UNESCO, PATA
- C) WTO, WTTC, UNESCO, PATA
- D) UN, UNESCO, UFTAA, ICAO

5. Butler's Tourism Area Life Cycle (TALC) consists the stages of

- A) 03
- B) 04
- C) 05
- D) 06

6. How many criteria are listed by UNESCO to select world heritage sites?

- A) 07
- B) 09
- C) 08
- D) 10

7. Where is the headquarter of PATA?

- A) Paris
- B) Newyork
- C) Spain
- D)) Bangkok



8. What is Need for Measurement of Tourism Theory?

- A) It is important for public and private sectors to demonstrate its economic value in terms of jobs, exports, and imports.
- B) It encompasses activities related to people traveling for leisure, business, or social purposes, and involves various sectors like hospitality, transportation, and tourism destinations.
- C) It is service or experience offered to travelers, typically for leisure, including attractions, accommodations, transportation, entertainment, and other hospitality services.
- D) It encompass the wide array of offerings designed to cater to travelers' needs.

9) Mill-Morrison Theory States;

- A) Views tourism as a cyclical system where each component (market, travel, destination, and marketing) influences and is influenced by the others.
- B) Describes the evolution of a tourism destination through six stages.
- C) Identifies three regions: Tourist Generating Region (TGR), Tourist Destination Region (TDR), and Transit Route Region (TRR).
- D) Engaging local residents in tourism planning and decision-making processes ensures that their needs and concerns are addressed.

10) Modern Media Techniques are;

- A) Netflix, Amazon Prime Video, and Disney
- B) Facebook, Instagram, TikTok, and Twitter
- C) Adobe Spark, iMovie, Microsoft Sway, WeVideo and Storybird
- D) All of the above.

PART-B

Answer any THREE questions. Each answer carries EIGHT marks. [3 x 8 = 24]

- 11. Explain the recent Innovations in Tourism sector.
- 12. Explain the role of Information Technology in Tourism.
- 13. State the changing trends in Tourism.
- 14. Describe Pricing Strategies and Approaches in Tourism.
- 15. Explain the push and pull factors in Tourism.

PART-C

Answer any THREE questions. Each answer carries TWELVE marks. [3 x 12 = 36]

- 16. Write a note on UN Tourism.
- 17. Explain the roles and responsibilities of UNESCO.
- 18. Illustrate the Butler's Tourism Area Life Cycle (TALC).
- 19. Elucidate the 8 P's of Tourism Marketing.
- 20. Discuss the issues, challenges and future of tourism industry.

PART-D

Answer ONE question. Each answer carries TEN marks. [1 x 10 = 10]

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

Incredible India started off as a marketing campaign in 2002 by the Government of India to boost tourism in the country and project India as a credible tourist destination. The incredible diversity that exists in India, be it the people and their customs or the topography, lends itself perfectly to the slogan 'Incredible India'. But if only a marketing campaign could bring tourists to a country, then, all countries would invest heavily in marketing, rather than making the country tourist friendly.

Incredible India

The biggest advantage that India has from the perspective of tourism is its diversity. Very few countries in the world have this eclectic fusion of the traditional and the modern, the historical and the contemporary, the mountains and the seas, the deserts and the forests, and the different religions and communities. Yet, India received only 2.4 million (approx.) foreign tourists in 2001. By contrast, Switzerland received close to six million tourists and Spain more than 13 million. To check this gross imbalance and exploit the untapped potential of India as a destination for international tourists, the Government launched the 'Incredible India' campaign and formulated the National Tourism Policy in 2002.

THE CHALLENGE

The Incredible India campaign was launched by Ministry of Tourism to promote India as a world-class tourist destination.

Incredible India was facing numerous challenges including:

- Competing with other campaigns for the attention of their key audience
- Struggling to reach premium and affluent travelers across APAC and EMEA
- Identifying and communicating a distinct side of India that general audiences would not know about already. The client wanted to inspire and educate audiences that India has something to offer everyone based on pre-defined audience clusters:
- Off the beaten track travelers seeking unique experiences;
- Culture and heritage enthusiasts; and
- Food enthusiasts

Incredible India- the campaign

The campaign marked the first concerted effort by the Government of India to tap into the vast tourism potential of the country in an organized manner. Launched in 2002, the government hired professionals and engaged the services of Ogilvy & Mather (India) to formulate an integrated communication strategy aimed at promoting India as the preferred destination for the international traveler. The campaign highlighted various facets of Indian culture and history such as yoga, spirituality, festivals, and monuments such as the Taj Mahal and so on.

Sub Questions:

- a. Write a short note on Incredible India Campaign. (3 Marks)
- b. What is the role of Incredible India campaign in developing Indian tourism. (3 Marks)
- c. Discuss the challenges faced by Incredible India campaign? (2 Marks)
- d. What are the key benefits of Incredible India Campaign? (2 Marks)
