



24A

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.



## 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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