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(Pages: 2)

Name: .....

Reg.No: .....

**FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024**

(CBCSS - UG)

(Regular/Supplementary/Improvement)

**CC19U BBA5 D01 - TOURISM MANAGEMENT**

(BBA - Open Course)

(2019 Admission onwards)

Time : 2.00 Hours

Maximum : 60 Marks

Credit : 3

**Part A** (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. What is Tourism?
2. What are the advantages and disadvantages of tourism?
3. Mention some famous tourist centres in Kerala.
4. Point out any three wildlife tourist in India.
5. What are two important factors of tourism in Kerala?
6. Define travel agency.
7. What is rail tourism?
8. What are the importance of ticketing?
9. What is the objectives of Hotel Tourism?
10. Who gives star rating to hotels?
11. What do you meant by organisational structure?
12. Write four star hotels in india

**(Ceiling: 20 Marks)**

**Part B** (Short essay questions - Paragraph)

Answer *all* questions. Each question carries 5 marks.

13. What are the Socio-Economic conditions that effect tourism?
14. Explain four attraction places in india.
15. State the most expensive mean of transport? Explain.
16. Write five advantages of road transportation.
17. Write five advantages of water transportation.

18. Write five advantages of air transportation.
19. What are the advantages of star hotels in india ?

**(Ceiling: 30 Marks)**

**Part C** (Essay questions)

Answer any *one* question. The question carries 10 marks.

20. Define tourism. Explain major attraction places in kerala.
21. Explain functions and types of travel agency package tour.

**(1 × 10 = 10 Marks)**

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