

19U555

(Pages: 2)

Name: .....

Reg.No: .....

**FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2021**

(CBCSS - UG)

**CC19U BBA5 D01 - TOURISM MANAGEMENT**

(BBA - Open Course)

(2019 Admission - Regular)

Time : 2.00 Hours

Maximum : 60 Marks

Credit : 3

**Part A** (Short answer questions)

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

1. What are the elements of Tourism??
2. Describe Socio-Economic impacts of Tourism.
3. Write two types of Tourism?
4. How can we classify tourist centres in Kerala ?
5. Write any two Wildlife tourist centres in Kerala?
6. What are the two important factors of tourism in India?
7. What do you mean by tourist transport?
8. Differentiate between road and rail transport.
9. Describe government initiatives in cruise lines?
10. What do you mean by package tour?
11. Write two advantage of water transportation ?
12. Write two advantage of air transportation

**(Ceiling: 20 Marks)**

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

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

13. What is tourism management? What are the features of tourism management?
14. What are the functions of accomedation ?
15. What are the major hill stations in india?
16. Explain role of Railway in Tourism.
17. Describe Tourist Accomodation.
18. What are the star classification of hotels in Kerala?
19. Write five tourist hotels in kerala.

**(Ceiling: 30 Marks)**

**Part C** (Essay questions)

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

20. Describe travel agency. What are the advantages and disadvantages of travel agency.
21. What are the factors influencing organisation structure?

**(1 × 10 = 10 Marks)**

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