

20U561

(Pages: 2)

Name:

Reg.No:

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2022

(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. Describe Socio-Economic impacts of Tourism.
3. How can we classify tourist centres in Kerala?
4. Point out any three wildlife tourist places in India.
5. Differentiate between wildlife tourist and cultural centers.
6. Write four tourist attraction places in kerala.
7. Define travel agency.
8. Mention major airlines in India.
9. What are the importance of ticketing?
10. What do you mean by package tour?
11. What are the components of package tour?
12. Write types of package tour.

(Ceiling: 20 Marks)

Part B (Short essay questions - Paragraph)

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

13. Describe features of tourism.
14. Describe different types of tourism.
15. What are the functions of beach resort ?
16. What are the modes of Transportation?

17. Explain organizational structure in the hospitality industry.
18. Write five tourist hotels in kerala.
19. Explain Indian hotel industry.

(Ceiling: 30 Marks)

Part C (Essay questions)

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

20. Describe travel agency. What are the advantages and disadvantages of travel agency?
21. What are the four types of accomodation? What are the examples of accomodation?

(1 × 10 = 10 Marks)
