

**21U562**

(Pages: 2)

Name: .....

Reg.No: .....

**FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2023**

(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. Define Tourism.
2. What are the similarities of Economic and environmental impacts of tourism?
3. What you mean by elements of Tourism?
4. Write any two Wildlife tourist centres in Kerala?
5. What you mean by accommodation?
6. Write two functions of beach resort.
7. What are the disadvantages of rail transport?
8. What is car rental system on tourism?
9. Who is a travel agent?
10. Write two advantages of road transportation.
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. Mention some tourist attracting centres in Kerala.
15. What are the features of attraction places in Kerala?
16. How can we improve transportation?

17. What are the importance of Tourism?
18. Describe Star rating system.
19. What are the features of star hotels?

**(Ceiling: 30 Marks)**

**Part C (Essay questions)**

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

20. Explain the overall impacts of transportation in tourism.
21. Explain hotel organisation structure. Evaluate.

**(1 × 10 = 10 Marks)**

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